

The University of Chicago

THE PLACE  
OF AMERICAN UNIVERSITY PRESSES  
IN PUBLISHING

A PART OF A DISSERTATION SUBMITTED TO  
THE FACULTY OF THE GRADUATE LIBRARY  
SCHOOL IN CANDIDACY FOR THE DEGREE  
OF DOCTOR OF PHILOSOPHY

1939

By  
ROBERT FREDERICK LANE

Private Edition, Distributed by  
THE UNIVERSITY OF CHICAGO LIBRARIES  
CHICAGO, ILLINOIS

1942



The University of Chicago

THE PLACE  
OF AMERICAN UNIVERSITY PRESSES  
IN PUBLISHING

A PART OF A DISSERTATION SUBMITTED TO  
THE FACULTY OF THE GRADUATE LIBRARY  
SCHOOL IN CANDIDACY FOR THE DEGREE  
OF DOCTOR OF PHILOSOPHY

1939

By  
ROBERT FREDERICK LANE



Private Edition, Distributed by  
THE UNIVERSITY OF CHICAGO LIBRARIES  
CHICAGO, ILLINOIS

1942

COPYRIGHT 1942 BY ROBERT FREDERICK LANE  
ALL RIGHTS RESERVED



#### PREFATORY NOTE

In the following pages, which constitute the "essential portion" of a dissertation of 527 pages (including 25 tables and 8 illustrations), there are occasional references both in the text and in the footnotes to parts of the dissertation not included in the essential portion. The dissertation in its entirety is in The University of Chicago Libraries.



Digitized by the Internet Archive  
in 2026

## CHAPTER I

### INTRODUCTION

Within recent years American university presses have increased rapidly in number, and they are now found more frequently in the United States than in any other nation. American university presses, indeed, are more numerous than university presses in all the rest of the world. This growth of presses in the United States, and the enlarging participation of American university presses in the publication of academic and specialized titles, makes them and their activities a subject for investigation that is timely and of interest to both the research author and the university administrator.

In spite of the numbers and importance of university presses in the United States, information concerning them is difficult to locate and meager when found. No list of university presses appears to have been prepared as the result of historical investigation, although book trade bibliographies contain catalogs and references from which partial information might have been obtained.<sup>1</sup> Reasonably authentic histories of individual presses exist as manuscript or in separately printed form in only a few cases.<sup>2</sup> Complete lists of the publications of twenty-seven

---

<sup>1</sup>The Publishers' Weekly, Annual Summary Number (issued as the third or fourth number in January of each year) contains a "Directory of United States Publishers Issuing New Books." This has proved to be the best single source for identifying American university presses, as it has included in the period 1918-1937, all but twelve of the presses which were identified and included in this study. The "Directory" also includes a number of non-existent university presses.

<sup>2</sup>[Paul G. Tomlinson,] Princeton University Press, 1905-1935. [Princeton, N. J.: Princeton University Press, c1935.] Pp. 16; [Margaret S. Harding,] Ten Years of Publishing by the University of Minnesota Press. [Minneapolis, Minn.: University of Minnesota Press, c1937.] Pp. 16; John C. French, The Johns Hopkins Press, A Brief History. [Baltimore, Md.: The Johns Hopkins Press, c1938.] Pp. 16. Manuscript histories were found for or furnished by the University of Minnesota Press (Margaret S. Harding), Harvard University Press (David T. Pottinger), Columbia University Press (Charles G. Proffitt), and the University of



presses may be found, provided the searcher is willing to engage in extensive compilation. No collective bibliography of the publications of American university presses for any period of time appears to have been prepared.

These deficiencies have heretofore made it impossible to determine accurately the output of university presses in the United States. It has not been possible to judge the importance of material published by the presses or to estimate their place in the academic or publishing worlds. Although everywhere university presses enjoy an enviable prestige, their effectiveness as publishers has remained a question for speculation.

### Purpose and Plan of the Investigation

The purpose of this study has been to discover the place of the university presses in publishing and to trace the rise and development of the presses collectively and individually in the United States. This purpose is attained through the material presented in the main body of the study and through the historical data found in Appendix A.

Thus, in Chapter I, the purpose and plan of the investigation is outlined. This chapter indicates the sources and methods used in collecting data and furnishes definitions of such terms as "university," "university press," "publishing," "publishing organization," "imprint," and "scholarly publishing," with clarifications of terminology which are often used loosely or with meanings which are inapplicable to this investigation.

Chapter II, through a chronological statement showing the rise and increasing number of American university presses, covers a period of seventy years and provides an historical picture of the university press movement in the United States. Chapter II derives its material from the press histories which have been separated from the body of the study and placed together as Appendix A.

Chapter III is devoted to a consideration of various classifications of American university presses. The classifications

---

California Press (Samuel T. Farquhar). Disregarded here, but included as part of the "A Bibliography of Sources for a History of . . . ." the individual press narratives in Appendix A, are references to such periodical articles as those dealing with the histories of particular university presses, e.g., Cornell, Oklahoma, or Stanford.



employed are regional, types of university support, number of titles published annually, expenditures of universities to which presses are attached or related, and functional.

Chapter IV deals with the administration of university presses as parts of or as related to universities. The chapter does not review the internal economy of university presses, but discussed university presses as parts of university administration, as well as printing plants and university presses, the influence of individuals on university presses, editorial services and university presses, the revenues of university presses, and the centralization of university publishing.

Chapter V presents a quantitative view of university press publishing. Sources of bibliographic information are investigated, statistics of university press publishing between 1918-1937 are disclosed, and a comparison of the non-fiction production of university presses is made with the non-fiction production of other publishers. Particular attention is devoted to university press publications issued in 1935. The periodicals currently published by American university presses,<sup>1</sup> and the typographical achievements of the presses are discussed.

Chapter VI examines the importance of university press publications as measured by book reviews. In this chapter, book reviews are used as a "measuring stick" for press publications. The reviewing of press titles is compared with the reviewing of non-press titles. An analysis is made of reviews by subject matter and by university presses as publishers. The reviewing bias of journals issued from university presses towards press titles is mentioned.

Chapter VII summarizes the preceding chapters and arrives at conclusions and makes recommendations concerning university presses. A number of subjects for investigation are suggested.

An extensive Appendix<sup>2</sup> is added to the principal portion of the study in which sixty American university presses receive historical and bibliographical treatment. Press histories follow, in the main, a chronological plan, with a short summary for each press. Information used for the preparation of these "case studies" was obtained from individuals as well as from unpublished and printed sources. Footnotes are omitted or but

---

<sup>1</sup>Appendix B.

<sup>2</sup>Appendix A.

rarely employed, but the bibliographical source references are fully annotated.

### Limitations of the Study

As will be seen from a later section of this chapter which is devoted to definitions,<sup>1</sup> the present investigation of university presses recognizes that only a part of the publishing done by universities is performed by university presses. Many more universities in the United States publish without the imprint and organization of a university press than with such an imprint and organization. University organizations for publishing are sometimes found as parts of libraries, or are connected with the offices of university registrars, publicity divisions, or university editors. The descriptive names of series issued from these non-press, but university sources, sometimes make it clear that no press organization is maintained. Examples of this type of title often involve the name of the institution, and the word "publication," e.g., "Publications of the (name of university)" or "(name of university) Publications."

In almost all American universities, there is a large amount of independent publication, unsupervised by a central university authority. So far as revealed in this study, no university press has successfully captured all publishing done at the university with which it is associated.

The present investigation, therefore, is concerned with a substantial portion of American university publishing, but does not include (1) all publishing done by American universities nor (2) all publishing done at universities whose university presses are studied.

### Sources and Methods of Collecting Data

The literature of university presses in the United States, in keeping with the novelty of the subject, is limited. In 1892, the emphasis on research which was then increasing in American universities, inspired an article in The Dial<sup>2</sup> on university

---

<sup>1</sup>"Definitions of Terms Used in This Study," pp. 16-21.

<sup>2</sup>"The University Press," The Dial, Vol. XIII, No. 154 (November 16, 1892), pp. 295-97.



presses as a means of publishing the reports of this research.

Subsequent articles on university presses were usually concerned with the welfare of individual presses, rather than with the importance of presses as a species of publishing organization. This, however, was not entirely the tenor of an article by W. H. Carpenter<sup>1</sup> in 1907, even though his discussion was aimed to advance the welfare of the Columbia University Press. In the spring of 1914, an address delivered to the alumni of Yale University by George Parmly Day resulted in the publication of a pamphlet<sup>2</sup> and an article in The Nation.<sup>3</sup>

Broader views, of a comparative character, were expressed in the fall of 1914, when John C. Merriam of the University of California prepared a paper<sup>4</sup> which was read at the annual conference of the Association of American Universities and which bore upon general problems of university publishing. At the same meeting Day read a notable paper on university presses.<sup>5</sup>

In 1919, an article by Tomlinson of the Princeton University Press was reprinted in The Publishers' Weekly.<sup>6</sup> In 1924, the United Typothetae of America, interested in printing plants at universities and colleges, rather than in publishing, compiled "university press" data obtained from replies to a questionnaire.<sup>7</sup>

---

<sup>1</sup>William H. Carpenter, "Organization of University Presses in America," Columbia University Quarterly, Vol. IX, No. 4 (September, 1907), pp. 470-77.

<sup>2</sup>George Parmly Day, New Era of Publishing at Yale (New Haven: Yale University Press, 1914). Pp. 16.

<sup>3</sup>"American University Presses," The Nation, Vol. XCVIII, No. 251 (March 12, 1914), pp. 257-58.

<sup>4</sup>John C. Merriam, "State Agencies of University Publication. Paper Prepared on Behalf of the University of California by Mr. John C. Merriam . . . .," The Association of American Universities. Journal of Proceedings and Addresses of the Sixteenth Annual Conference Held at Princeton University November 6 and 7, 1914. Published by the Association. Pp. 50-59. "Discussion," pp. 59-61.

<sup>5</sup>George Parmly Day, The Function and Organization of University Presses. Being an Address Delivered before the Association of American Universities at Princeton, New Jersey, November 6, Nineteen Hundred and Fourteen . . . . (New Haven: Yale University Press, 1915). Pp. 34. 14 x 7 1/2 cm. Paper.

<sup>6</sup>Paul G. Tomlinson, "University Presses," The Publishers' Weekly, Vol. LXXXV, No. 24 (June 14, 1919), pp. 1629-30.

<sup>7</sup>"Survey of College and University Printing Plants. Department of Research, United Typothetae of America, 1924." Wash-

A survey of scholarly publishing in the United States, which extensively discussed university presses, was undertaken by Donald P. Bean of the University of Chicago Press in 1927 and was made available in mimeographed form in 1928.<sup>1</sup>

In 1929, Nelson A. Crawford was the author of an article on university presses which appeared in the American Mercury.<sup>2</sup> In 1930, the United Typothetae of America again reported on a "university press" questionnaire sent to American universities and colleges.<sup>3</sup>

The first serious use of an historical approach as a means of studying the place, functions, and publications of university presses is found in an unpublished manuscript prepared by Anne Morris Boyd of the University of Illinois Library School, about 1930.<sup>4</sup>

In 1931, Elmer J. Emig circulated a questionnaire on university presses from whose returns he prepared an article published in School and Society.<sup>5</sup>

The problems of the University press within a university were presented by Donald Bean in 1933 as part of the University of Chicago Survey.<sup>6</sup> In 1934, William T. Couch, in a somewhat similar vein, read a paper on university presses at a conference

---

ington, D. C.: United Typothetae of America, 1924. Pp. 6. (Type-written.)

<sup>1</sup>Donald P. Bean, "American Scholarly Publishing." New York: [Rockefeller Foundation,] 1928. Pp. 163. (Mimeographed.)

<sup>2</sup>Nelson Antrim Crawford, "American University Presses," American Mercury, Vol. XVIII, No. 70 (October, 1929), pp. 210-14.

<sup>3</sup>"Survey of University Presses. U.T.A. Research Library--Department of Education. United Typothetae of America, Tower Building, 14th and K Streets, N. W., Washington, D. C. September, 1930." Pp. 10. (Mimeographed.)

<sup>4</sup>Anne Morris Boyd, "American University Presses." Pp. 44. (Typewritten.)

<sup>5</sup>Elmer J. Emig, "Survey of University Presses," School and Society, Vol. XXXIII (April 25, 1931), p. 573.

<sup>6</sup>Donald P. Bean, "Publishing the Research of the Faculty." Chap. XVII, Vol. III, pp. 238-64, The University of Chicago Survey (Chicago, Ill.: University of Chicago Press, 1933).



of the Association of American Universities.<sup>1</sup> In 1937, N. B. Cousins, in a plan to promote the sale of university press titles published short histories of the presses in Current History.<sup>2</sup>

Crawford,<sup>3</sup> Boyd,<sup>4</sup> and Cousins<sup>5</sup> made use of histories of American university presses. Inaccurate and incomplete as these were, they mark the increase of historical interest in university presses in the United States. It is, therefore, not surprising to find histories of university presses of a similar quality included as a series of articles in Press Impressions, a house organ of the University of Chicago Press.<sup>6</sup> Somewhat better, from the standpoint of scholarship, were the histories or statements for seven university presses which were part of a pamphlet distributed at the New York Times Book Fair, in November, 1937, by University Books, Incorporated.<sup>7</sup>

Of all the papers mentioned, the most valuable are those

<sup>1</sup>William T. Couch, "University Presses as an Aid to Scholarship," Association of American Universities. Journal of Proceedings and Addresses. Vol. XXXVI (October, 1934). Published by the Association. Pp. 136-49.

<sup>2</sup>N. B. Cousins, "The World in Books [University Presses]," Current History, Vol. XLVI, No. 1 (April, 1937), pp. 2, 4-8, 10-13, 127-28.

<sup>3</sup>Op. cit.

<sup>4</sup>Op. cit.

<sup>5</sup>Op. cit.

<sup>6</sup>["University Presses,"] Press Impressions, Vol. VIII, Nos. 1-2 to 10-11 (July-August, 1930)-(May, 1931); "Harvard [University Press,"] Vol. VIII, No. 1-2 (July-August, 1930), pp. 3, 11; "The Stanford University Press," Vol. VIII, No. 3 (September, 1930), pp. 9-10; "The Princeton University Press," Vol. VIII, No. 4 (October, 1930), p. 7; "Yale University Press," Vol. VIII, No. 5 (November, 1930), p. 7; "University of North Carolina Press," Vol. VIII, No. 6 (December, 1930), pp. 7-8; "The Johns Hopkins Press," Vol. VIII, No. 7 (January, 1931), pp. 7-10; "Duke University Press," Vol. VIII, No. 8 (February, 1931), pp. 7, 9; "The University of Pennsylvania Press," Vol. VIII, No. 9 (March, 1931), pp. 5-6; and "Columbia University Press," Vol. VIII, No. 1-11 (April-May, 1931), pp. 7-8.

<sup>7</sup>[University Books, Incorporated,] Some Presses You Will Be Glad to Know About (New York: University Books, Incorporated, 1937). Pp. 64: "The University of California Press," pp. 9-12; "Duke University Press," pp. 17-21; "The Louisiana State University Press," pp. 26-30; "The University of Michigan Press," pp. 35-39; "The University of Minnesota Press," pp. 40-44; "The University of Oklahoma Press," pp. 48-51; and "Stanford University Press," pp. 52-56.

by Merriam,<sup>1</sup> Day,<sup>2</sup> Bean,<sup>3</sup> Boyd,<sup>4</sup> and Couch.<sup>5</sup>

Although the present investigation does not attempt to discuss the internal administrative concerns of university presses, articles covering these problems have been uncovered, and there may be more literature available to those who make this the object of research.

In 1929, A. Russell Griffith concluded a master's thesis at the University of Chicago, which was a study of accounting methods in one university press.<sup>6</sup> Frank D. Halsey, Princeton University Press, in 1933 contributed an article to The Publishers' Weekly, which reported the results of an investigation of sales to libraries.<sup>7</sup> An unpublished paper written by David T. Pottinger, Harvard University Press in 1935, deals with advertising and publicity.<sup>8</sup> In the same year, Harvey C. Daines, University of Chicago, contributed a chapter to a work of co-operative authorship on punched card sales accounting for university presses.<sup>9</sup>

Lists of University Press Publications.--Early university

---

<sup>1</sup>Merriam, "State Agencies of University Publication  
. . . .," op. cit.

<sup>2</sup>Day, The Function and Organization of University Presses  
. . . .

<sup>3</sup>Bean, "American Scholarly Publishing," op. cit.; Bean,  
"Publishing the Research of the Faculty," op. cit.

<sup>4</sup>Boyd, "American University Presses," op. cit.

<sup>5</sup>Couch, "University Presses as an Aid to Scholarship,"  
op. cit.

<sup>6</sup>A. Russell Griffith, "The University of Chicago Press;  
Some Administrative and Accounting Problems." Unpublished  
Master's thesis, School of Accounting and Administration, University of Chicago, 1929. Pp. 119.

<sup>7</sup>Frank D. Halsey, "Every Library Will Want a Copy," The Publishers' Weekly, Vol. CXXIV, No. 2 (July 8, 1933), pp. 87-88.

<sup>8</sup>David T. Pottinger, "The Advertising and Publicity Work of the Harvard University Press." Pp. 45. (Typewritten.) January 21, 1935.

<sup>9</sup>Harvey C. Daines, "The University Press," Practical Applications of the Punched Card Method in Colleges and Universities, edited by G. W. Baehne. Pp. 151-54. Part IV. New York: Columbia University Press, 1935.

presses such as the University of Chicago Press<sup>1</sup> issued small catalogs of all their publications. As the number of publications issued by a press increased, the problem and expense of listing and printing a bibliography of those publications also became greater. Recent collected lists of university press publications are uncommon, and most university presses appear to be content with the issuance of such lists at intervals. Reliance is placed upon sales catalogs, correspondence, and supplementary lists to inform inquirers of titles published in the interims between major catalogs.

A number of outstanding collected lists of university press publications may be mentioned. One of the most novel and convenient was prepared for the Columbia University Press in 1933.<sup>2</sup> The University of California Press issued an excellent list in 1934.<sup>3</sup> Western Reserve University Press titles were included in a complete list of Western Reserve University publications,<sup>4</sup> and a similar compilation provides inquirers with lists of the titles issued from the university presses at the University of Oregon.<sup>5</sup>

Publication lists may be found for the following presses in The Publishers' Trade List Annual:<sup>6</sup> Columbia, Cornell, Duke, Harvard, Johns Hopkins, Loyola (Chicago), New York University, Princeton, Leland Stanford, University of California, Chicago,

---

<sup>1</sup>A Catalogue of the Publications of the University of Chicago Press. . . . (Chicago, Ill.: The University of Chicago Press, [February 1] 1901). Pp. 40. Paper.

<sup>2</sup>Columbia Books, 1893-1933 . . . . (New York: Columbia University Press, 1933). Unpaged.

<sup>3</sup>Catalogue, University of California Press Publications, August, 1934 (Berkeley, California: University of California Press, 1934). Pp. 180. Paper.

<sup>4</sup>Walter T. Brahm, Bibliography and Index of Publications of Western Reserve University for the Years 1822-1936. Western Reserve University Bulletin, New Series, Vol. XL, No. 8, May 15, 1937 (Cleveland, Ohio: Western Reserve University, 1937). Pp. 84. Paper.

<sup>5</sup>George N. Belknap (comp.), Publications of the University of Oregon, 1878-1937 (Eugene: University of Oregon Publications, 1938). Pp. 48. Paper. Oregon State System of Higher Education Leaflet Series, No. 110.

<sup>6</sup>The Publishers' Trade List Annual (New York: Office of The Publishers' Weekly, R. R. Bowker Co., 1873--).



Cincinnati, Illinois, Michigan, Minnesota, North Carolina, Oklahoma, Pennsylvania, and Southern California over a period of years from 1901 (Chicago) to 1938.

Other university presses have issued separate lists. Two presses submit typewritten lists to correspondents.<sup>1</sup> Sources for the bibliography of the publications of individual presses have been purposely omitted from Appendix A.<sup>2</sup>

As will be seen in a later portion of this study,<sup>3</sup> it was necessary to prepare a bibliography of the publications of all university presses for a limited period in order to further the investigation. It did not prove practicable to rely upon the catalogs issued by those university presses which published lists.

Other Research Methods Employed.--The investigation has placed great reliance upon historical method. Such statistical manipulations as proved necessary or practicable are confined to two correlations and scattergrams. In each case the statistical interpretations substituted precise statements for general conclusions. No reliance was placed upon questionnaires of any type during the course of the investigation. Correspondence was carried on with each press individually and in only a few cases was co-operation not forthcoming. The additional labor of this correspondence seems wholly justified by the results.

In Chapter VI,<sup>4</sup> by reviews used as a means for measuring the importance of publications, a relatively new technique has been employed for the measurement and comparison of publishing output.

#### Definitions of Terms Used in the Investigation

An understanding of the terms employed in the course of the study is essential. Degrees of inclusiveness and exclusiveness are therefore indicated for such words and phrases as: "University," "University Press," "Publishing," "Publishing Organization," "Imprint," "Scholarly Publications," and "Series or Publication in Series."

---

<sup>1</sup>University of Cincinnati and University of Utah.

<sup>2</sup>Pp. 162-519.

<sup>3</sup>Chap. v, pp. 90-120.

<sup>4</sup>Chap. vi, pp. 121-49.

University.--In this study, any academic institution which has called itself a "university" and has granted bona fide degrees is included. To this general rule certain exceptions have been made--for instance the University of the State of New York, which is excluded although it has a printing plant that employs a university press imprint and whose product is distributed. The LaSalle Extension University, Chicago, has published extensively as the "La Salle University Press," but as a correspondence school its power to confer degrees has been challenged by the Federal Trade Commission.<sup>1</sup>

This liberal view of the definition of a "university" has also resulted in the inclusion of several institutions which were, in a practical sense, only colleges,<sup>2</sup> and in the exclusion of several colleges which might call themselves universities.<sup>3</sup> The definition of the term "university," as employed, has not affected the status within the investigation of any important institution which tardily adopted the name "university."<sup>4</sup> Of the two hundred institutions in the United States which describe themselves as "universities," sixty are included in the investigation.

University Press.--The term "university press" as ordinarily employed is not specific, but generic, and is subjected to much distortion of meaning. Examined inductively, known university presses vary greatly in many respects. A common denominator applicable to all university presses in this study is the use of the words "university press" or "press" on publications or in the records of known universities.<sup>5</sup> When applied to the reports and

---

<sup>1</sup>"F. T. C. Cites 'University,'" The Publishers' Weekly, Vol. CXXXII, No. 1 (July 3, 1937), p. 32: " . . . Findings are that the respondent company, . . . is not a university. . . ."

<sup>2</sup>E.g., Atlanta University before 1929.

<sup>3</sup>E.g., Dartmouth College, and Dartmouth College Publications, or Antioch College, Yellow Springs, Ohio, and the Antioch College Press.

<sup>4</sup>Harvard College, Yale College, Princeton College, and Columbia College, all of which are now known as universities.

<sup>5</sup>A distinction between the value of the imprints "press," and "university press," and officially recognized university press organizations also using these imprints, is employed in Figure 1, Chapter II, which is based upon evidence found in the histories of university presses forming Appendix A.

publications of the two hundred universities in the United States on this basis for identification proved broadly inclusive, and sixty university presses were discovered and included in the study.

The use and non-use of the imprint "university press" excluded a number of universities from the investigation. Many universities both print and publish, and possess organizations for publishing that resemble some of the "university presses" examined, except for the titles given to these publishing organizations. The study, however, includes all leading publishing universities.

If an apology is necessary for exclusions, it must rest upon the normal limitations of the investigator's resources and time, and the necessity of restricting the study to workable dimensions. As the investigation now stands, it is safe to say that the largest and probably the most significant portion of university publishing in the United States is reviewed.

Publishing.--The word "publishing" is difficult to define but in this study a broad meaning is ordinarily adopted, that is, the general distribution of printed or processed<sup>1</sup> items by sale, exchange, or gift. In the course of the study, rhetorical necessities have required the substitution of synonyms for the word publishing, such as "issued" and "distributed."

Library exchanges sometimes form a method of publication among universities.<sup>2</sup> University presses mail theses to other institutions and disclaim these as publications, even though the shipments constitute an exchange. If later, the same studies carry a fresh title-page, and are added to one of the university's established series, the press accepts credit for the theses as publications.<sup>3</sup>

There is undoubtedly a scale of values attached by universities to the word "publishing." Cloth-bound books and a few of

---

<sup>1</sup>The term "processed," is used to include some of the less expensive and newer non-typographic printing processes, such as mimeograph, hectograph, and photo-offset. "Processed" in this sense has been given currency by the Monthly Catalogue of United States Public Documents. Issued by the Superintendent of Documents, Washington, D. C.

<sup>2</sup>E.g., the University of Michigan distributes Publications of the Observatory of the University of Michigan solely by exchange.

<sup>3</sup>E.g., The Johns Hopkins Press.



the larger paper-covered monographs are almost invariably listed in trade bibliographies, but leaflets and smaller items of less general interest or of lower price are not reported.

Publishing Organization.--References are made from time to time, in the course of the study, to a "publishing organization." This term has been used to designate a committee or other group which has been constituted through incorporation, appointment by the governing board of a university, the president of the institution, the dean of the graduate school, or other administrative authority to supervise the editorial, manufacturing, or business affairs of a university press. It may be stipulated that a press has no publishing organization without an official or legal action which creates a supervisory body or officer. Presses which have no printing plant or official supervisory bodies are given a special classification.<sup>1</sup>

Imprint.--The word "imprint" has been used to describe the printing or publishing signature which is placed on printed matter issued by a university press. As is well known, the use of a printing imprint often differs from the use of a publishing imprint.<sup>2</sup>

Scholarly Publishing and Scholarly Publications.--The expressions "scholarly publishing" and "scholarly publications" have been avoided as much as possible in the phraseology of the investigation. Where these phrases are employed, it is intended that they should designate publishing and publications which deal with academic subjects, as contrasted with publications of a popular nature, such as fiction, juvenile books, or magazines of general circulation. The work of universities is ordinarily specialized and the researches and investigations which reach the stage of publication are generally in restricted fields. Except for a few university presses which operate in the textbook field,<sup>3</sup> and those which attempt to popularize non-fiction works,<sup>4</sup> this

---

<sup>1</sup>"Imprint presses," described in chap. iii, p. 54.

<sup>2</sup>E.g., the imprint, "Published by the University Press, Santa Clara, Cal.," appeared on the Bulletin of the University of Santa Clara, Vol. II, No. 1, August, 1912, but the printers also placed their imprint on one of the covers, as "Santa Clara Journal Print."

<sup>3</sup>Loyola University Press, Chicago.

<sup>4</sup>Yale University Press, New Haven, Connecticut.

application of the word "scholarly" to "publishing" and "publications" is serviceable. In certain portions of the study, the phrases "subject publishing," "subject publications," or "non-fiction publishing" and "non-fiction publications" have been used with a meaning substantially synonymous with "scholarly publishing."

Series or Publication in Series.--The term "series" is used to designate a publication whose parts are issued sequentially under a general title which is applied to each number of the series. The meaning of "series" is sometimes nebulous, as for instance, when a number of haphazardly issued titles receive a series title invented by the publisher, but not accepted by libraries.

In this study it has not always proved convenient, much less possible, to distinguish between periodical serials and non-periodical series. Much depends upon context and frequently upon annotations.

### Summary

The chapter has presented the purpose and plan of the investigation through an outline of the several chapters. It was pointed out that the study did not encompass all university publishing in the United States, but only a substantial portion.

The literature of university presses in America is cited and commented upon. Perhaps six papers issued since 1914 are of importance to an investigation of this character. The literature is meager and throughout is tainted with the self-interest of authors. Pertinent studies of the internal administration of university presses have begun only since 1929.

The study was placed under many bibliographical handicaps for which the university presses themselves may be blamed. Inadequate lists of publications, issued indifferently, and irregularly, and concealed in all manner of odd places are obstacles to research in the field of academic publishing.

Other research methods, in addition to historical investigations, which were necessitated by the matter in the study, were limited to tabulations of figures, and to two sets of correlations. No questionnaires were devised and none would have produced the substantially complete results which were secured through correspondence and careful research.

## CHAPTER II

### THE CHRONOLOGICAL DEVELOPMENT OF AMERICAN UNIVERSITY PRESSES<sup>1</sup>

Every effort has been made in the course of this study to discover the earliest work of every American university press, but there still is no assurance that the chronology given here is complete or final. There always remains the possibility of unknown facts, concealed records, or misinterpretation. In any event, the history of the American university press has been extended backward twenty years beyond the generally accepted date of origin, and the number of presses recorded has been increased to sixty--a matter in which no definite number had hitherto been established.

\* \* \* \* \*

#### Summary

The concept of a university press was in the mind of Bishop Polk before the Civil War, and was first put into effect by Andrew D. White at Cornell University in 1869. Both of these men thought of printing and publishing as more or less synonymous.

If the entire chronology of university presses in the United States, from 1869 to the present, is reviewed, it shows that during these seventy years, sixty institutions have had one form or another of university imprint--using printing or publishing organizations. For the purposes of this chronology, it seems satisfactory to divide all press activities into two classes, the minor, or imprint presses, and the major, or other forms of university presses.

On this basis there have been sixty-one instances of full-bodied university presses, and twenty-five instances in which the

---

<sup>1</sup>Footnotes have been omitted in this chapter except when (1) references are made to titles, imprints, or information not already included in Appendix A, "The Histories of Sixty American University Presses," or (2) when internal references within the chapter are necessary.



imprint alone has been employed on printing or on publications. The totals of sixty-one and twenty-five actually depend heavily upon the distinctions employed in classifying the occurrences of the presses and imprints--whether for instance, a press which passes from private to institutional ownership may be considered as two presses, as at Fordham, Stanford, and elsewhere, or whether, for example, the printing plant at the University of Washington is a press or a manufacturing organization.

TABLE 1

TABLE SHOWING THE DISTRIBUTION OF UNIVERSITY PRESSES  
AND UNIVERSITY PRESS IMPRINTS BY DECADES, 1860-1940

| Decade         | Earliest<br>Appearance<br>of Imprints<br>or Presses | Presses<br>Established<br>in<br>Decade | New<br>Imprints<br>Appearing<br>in Decade | Total of<br>Imprints<br>and<br>Presses |
|----------------|-----------------------------------------------------|----------------------------------------|-------------------------------------------|----------------------------------------|
| 1860-1870..... | 1                                                   | 1                                      | ..                                        | 1                                      |
| 1870-1880..... | 1                                                   | ..                                     | 1                                         | 1                                      |
| 1880-1890..... | 2                                                   | 1                                      | 1                                         | 2                                      |
| 1890-1900..... | 14                                                  | 9                                      | 7                                         | 16                                     |
| 1900-1910..... | 8                                                   | 6                                      | 5                                         | 11                                     |
| 1910-1920..... | 12                                                  | 10                                     | 5                                         | 15                                     |
| 1920-1930..... | 11                                                  | 18                                     | 6                                         | 24                                     |
| 1930-1940..... | 11                                                  | 16                                     | 3                                         | 19                                     |
| Total.....     | 60                                                  | 61                                     | 28                                        | 89                                     |

The combined total of presses and imprints is eighty-nine. When these are arranged chronologically as they occurred during decades, as in Table 1, it is seen that the university press movement was sporadic from 1860 until 1890, and that more institutions adopted the name "press" or actually founded presses in the decade 1890-1900 than in any prior period. The decade of 1900-1910 showed a decline, with a falling off from fourteen to eight universities involved. The decade of 1910-1920 was a period of revival, which continued its momentum into the decade of 1920-1930. The present decade of 1930-1940 may yet surpass any similar earlier period.

Various reasons were offered by the founders of university presses as arguments for their establishment. Bishop Polk evi-

dently had the experiences of Oxford and Cambridge universities in mind, as did Andrew D. White. The latter, however, advanced the cause of the press at Cornell with arguments of student self-support. At Baylor there were hopes of creating a large Baptist publishing house. At the University of Pennsylvania, wider distribution of the activities of the University were urged in 1870, and more economical purchasing of the University printing was advocated in 1920.

There can be little doubt that many university presses, especially those with manufacturing plants, were often established in order to do the institutional printing. Allied with this was the argument that students in Journalism required a printing laboratory. The theory that a university press was a means for publishing the produce of research, that it would enhance the reputations of scholars and institutions, developed relatively late in American university press history.

It is to be seen that a number of university presses actually began as private business ventures and were later taken over by the universities concerned. This was the case at Chicago and Stanford. In perhaps only two cases was the trend reversed, as when Oregon sold its printing equipment in 1901, and Cincinnati sold its printing plant in 1914.

University press organizations have proved to be mortal. Cornell's first press survived fifteen years. The University of Pennsylvania, the University of the South, the University of Chicago, the University of North Carolina, the University of Oregon, and the University of Cincinnati have all had two or more university press organizations. Howard, Atlanta, Clark, and Boston Universities no longer maintain a press or use university press imprints. The tendency for university presses to survive is, however, much greater than for them to disappear. The future number of university presses in the United States is certain to be larger, and it should be expected that presses will become increasingly more important factors in academic publishing.

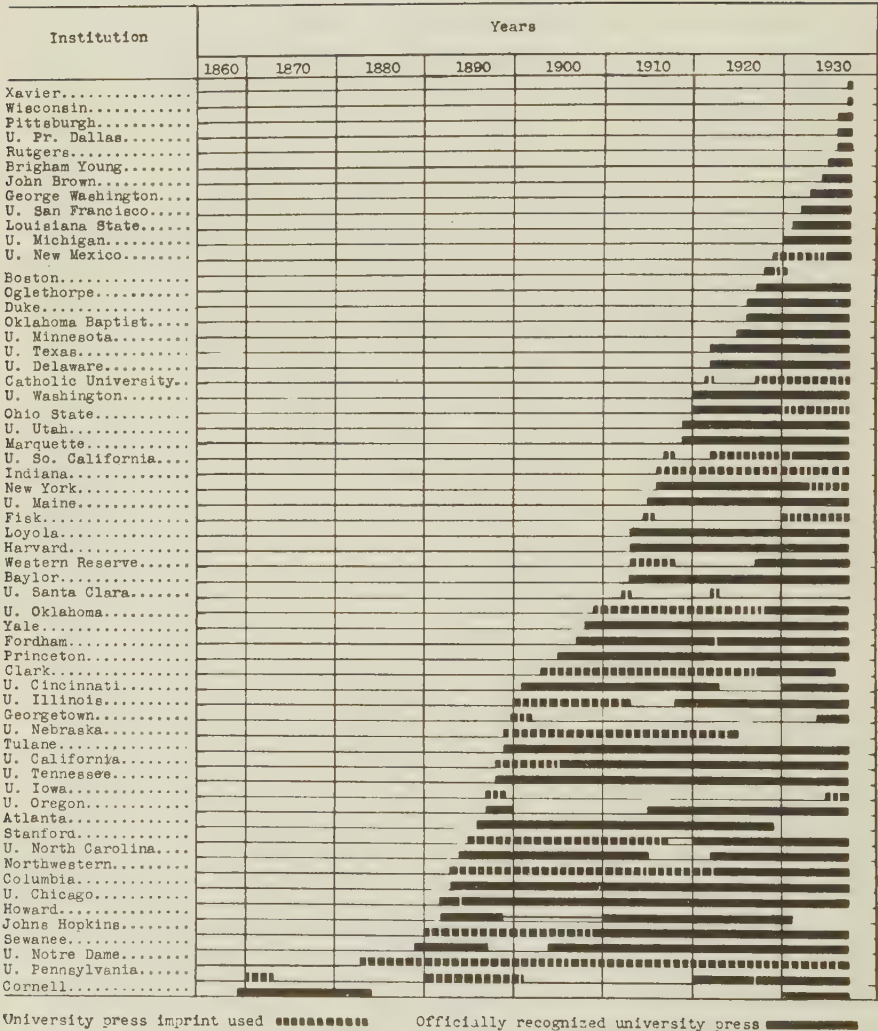


Fig. 1.--Chronology of American University Presses

## CHAPTER III

### CLASSIFICATIONS OF AMERICAN UNIVERSITY PRESSES

In the preceding chapter, emphasis was placed wholly on the historical development of university presses in a year-by-year account. The present chapter will be concerned with the classification or grouping of the university presses in several different categories. While a variety of other classifications might be adopted, the following seem to be the most interesting and useful for the purposes of this study: (1) geographical regions, (2) types of university support, (3) presses measured by titles published per year, (4) expenditures of the universities to which presses are attached, and (5) functional organization of university presses.

#### Geographical Location of University Presses

The geographical distribution of university presses in the United States follows that of population, as shown in Figure 2. Thus the northeast and the eastern "middle west" have half the university presses, while the remainder are distributed throughout other portions of the nation. For convenience in discussion, five "regions" have been identified: (1) the eastern region, in which eight states and the District of Columbia are represented; (2) the southern region, with four states; (3) the central west, with eight states; (4) the southwest and mountain region, with five states; and (5) the Pacific Coast, with three states.

Eastern.--Five university presses have existed in the New England states, but three of them are now inactive. There are four in New York state (three in New York City), two each in New Jersey and Pennsylvania, and one each in Delaware and Maryland. Of the four presses recorded for the District of Columbia, three are active. Thus nineteen university presses have been established in the Eastern region, of which fifteen are still active.

Southern.--Two university presses are maintained in North Carolina, but of the two in Georgia, only one is now operated. The Southern states of Virginia, South Carolina, Florida, Alabama,





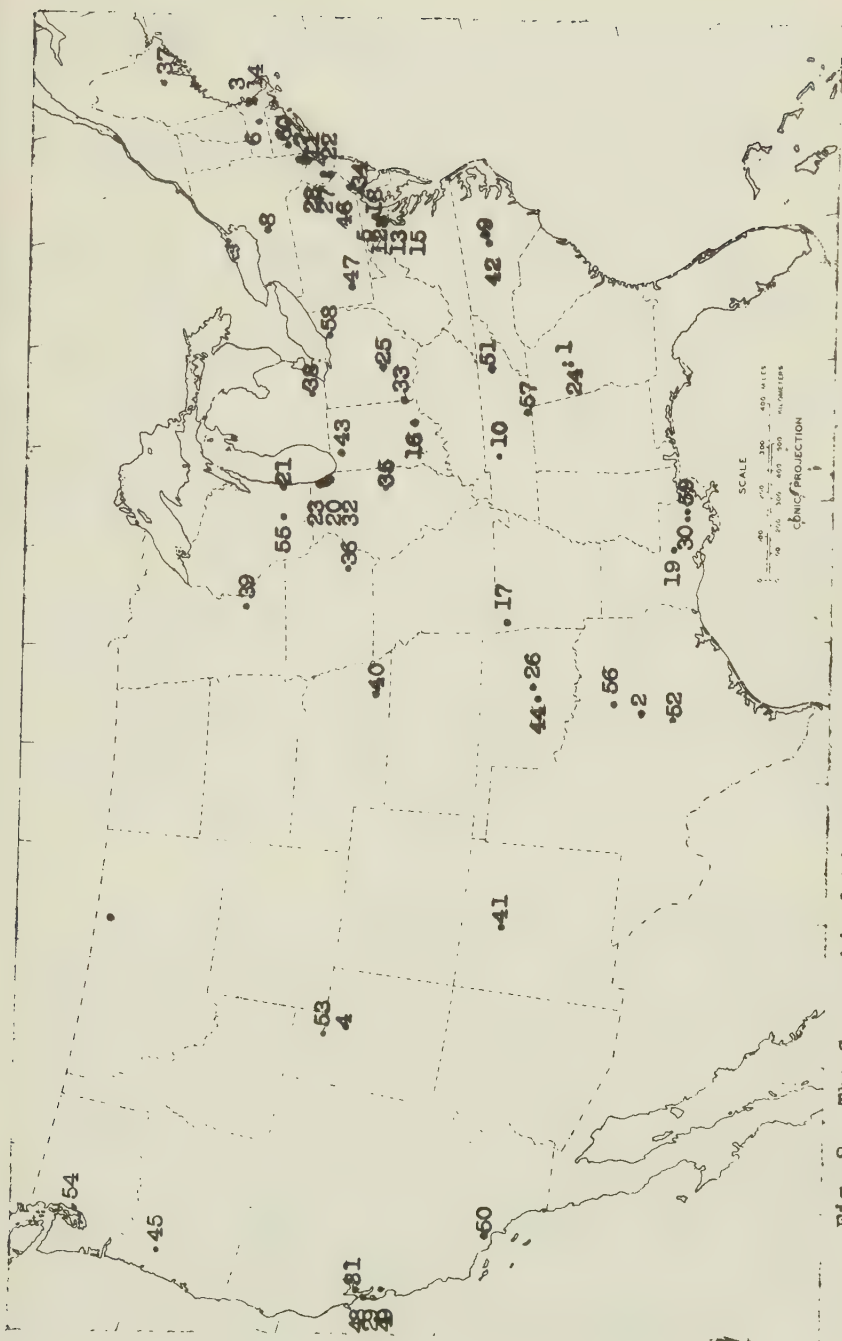


Fig. 2.--The Geographical Distribution of University Presses in the United States

Mississippi, and Kentucky have had no university presses, but Tennessee and Louisiana have had or still have three presses each. The South now has nine active presses.

Central West.--Of the three presses in Ohio no one is especially effective. Two presses are located in Indiana, but both are printing rather than publishing organizations. The four presses in Illinois are all active and vigorous. There is one press in Michigan, and two in Wisconsin. Minnesota, Iowa, and Nebraska may be credited with one press each, but those in Iowa and Nebraska are in fact only imprints.<sup>1</sup> North Dakota, South Dakota, and Kansas have no presses. Fifteen presses have been located, and fourteen are now active in the central west.

Southwest and Mountain.--Two presses are active in Oklahoma, one in Arkansas, and three in Texas. Two presses operate in Utah, and one in New Mexico. Arizona has no university press, and presses are lacking in Colorado, Wyoming, Nevada, Idaho, and Montana. There are nine presses in this area.

Pacific Coast.--California has had five presses, but now has only four. Three of these are related to institutions in the "Bay" district, where San Francisco is the center, and a fourth which has become inactive, was similarly located. One press is found in Los Angeles. The Northwest has only two presses, one at the University of Oregon, and one at the University of Washington, Seattle. Seven presses are recorded for the Pacific Coast region.

\* \* \* \* \*

Summary on Geographical Location.--It is thus seen that the eastern region has had nineteen presses; the southern, ten; the central west, fifteen; and southwest and mountain, nine; and the Pacific Coast, seven. This distribution is not well equalized geographically. The south and the central sections are decidedly lacking in university presses, at least in the form considered in this investigation. The larger and more important presses are within metropolitan areas; no large press, considered from the standpoint of title production and significant contributions, is located in a sparsely populated district. There are university presses which have overcome the disadvantages of their location

---

<sup>1</sup>University of Iowa Press and University of Nebraska Press.

to a singular degree, and there are several which have failed to achieve desired ends despite fortunate locations. The geographical factor appears to be an element which determines in no small measure the success or failure of an academic publishing enterprise owing to differences in the concentration of wealth and the possibility for distributing publications.

### Types of University Support

Presses may also be classified according to the various sources of university support. In a discussion of educational problems three sources have been classified by Russell<sup>1</sup> as (1) state-supported, (2) privately-endowed, (3) church-supported, and (4) proprietary. For the purposes of this investigation, however, a slightly different classification has proved more useful, although it retains the same principle as in these four groups. This classification is: (1) Protestant, (2) Roman Catholic, (3) public, and (4) private. It will be noticed that this classification differs from Russell's only in that his "church-supported" group is divided into "Protestant and Roman Catholic," and his "proprietary" group is considered part of the "private" group.

The following table arranges the university presses in each of the four groups by types of university support. The arrangement in each category is alphabetical.

\* \* \* \* \*

### Summary

The following conclusions may be drawn from the data presented in this chapter.

1. University presses in the United States are an urban phenomenon and that a press is handicapped when it is located at an institution distant from centers of population.
2. Of the four types of university support, (a) Protestant, (b) Roman Catholic, (c) public, and (d) private, the fewest presses are affiliated with Protestant and Roman Catholic universities, and the greatest number of presses are related to publicly- and privately-supported universities.

---

<sup>1</sup>John Dale Russell, "Syllabus for Education 339." (Mimographed.) P. 47: "Types of institutions, such as . . . ."



3. In terms of titles published, "small" presses are related to Protestant and Roman Catholic institutions, and "large" and "medium" presses are related to publicly- and privately-supported universities. Thus there is a relation between the sources of a university's support and the activity of its university press.

4. There is also a high correlation between the amount of a university's income and the number of titles published by the university press of that institution. Thus the fewest titles are published by the university presses attached to poorly-supported universities, and the most titles are published by the wealthy universities.

5. A functional classification of university presses shows that the "imprint and printing" and "imprint and publishing" organizations are the most popular types of service for a press to render its university. If it were practicable to show the relationship between university expenditures and the type of university press function, the strongest universities would tend to support "imprint and publishing," and "imprint, printing, and publishing" or "unified" presses.

The evidence presented seems to indicate that a university press may be a form of academic luxury. A small university should consider carefully what it proposes to do with a university press organization before it is established. If the press is to emulate the general publishing policy of other universities, a preliminary critical study of the costs and difficulties of such a program ought to be made. While a small university may employ the press imprint, exchange its publications and perhaps operate a printing plant, it can seldom hope to establish a critical editorial policy or maintain high standards of book manufacture. Such an institution is even less likely to secure the needed manuscripts. In spite of these obvious difficulties, new university presses are established each year with inadequate capital and excessive expectations.

## CHAPTER IV

### THE ADMINISTRATION OF UNIVERSITY PRESSES

\* \* \* \* \*

#### Summary

University presses have received little attention as parts of university structure. In the typical American university administrative hierarchy, there appear to be three types of control of university presses. The first of these is the control exercised by the president or chancellor, the second is the control exercised by other officers of the university, and the third is the control exercised through affiliated organizations. There appears to be a relation between the type of control and the functions of the university press; the more complex the functions of the press, the higher the source of administrative authority. One of the sources of authority affecting the university press is the editorial committee, for it is common for university presses to find themselves controlled by more than a single source of authority.

It is not easy to trace the effects of the different sources of authority on the various types of university presses, but in two types, the corporation press and the press where printing is the important service rendered, differences are readily illustrated.

The corporation type of university press is usually independent of the university administration, except for the board of trustees or governors, which may be composed of officers and faculty members of the university. The corporation press may succeed or fail without affecting the university's finances or prestige. It is conspicuously like a private enterprise which benefits from the use of the university's name.

The printing university press is, on the other hand, subject to multiple sources of university administrative control. This is largely a problem which has been engendered by historical

circumstances, for the printing plant usually precedes the university press organization in point of time, and although the functions of the printing office are expanded to include a university press, the early sources of control tend to be retained.

Thus it may be concluded that a university press which is independently organized is subject to the fewest number of controls, and may therefore be relatively more successful than a university press subject to multiple sources of authority.

There appears to be a general relation between the form of organization and sources of control of a university press and the character of its publishing policy. University presses however organized are, so far as their publishing is concerned, usually independent of profit motives. The most university presses hope for in the way of financial reward is some return on the cost of manufacture and distribution. Occasionally, but rarely, a university press title becomes popular and profitable, but in the main, presses are able to place the significance of a publication ahead of its monetary promise. This fact and the close relations between university presses and university faculties constitutes a favorable situation with respect to the publication of the results of research.

Even if university presses are little affected by the necessity of making their publishing operations pay, they are still subject to pressure which affects their publishing policies and their choice of manuscripts. Undoubtedly university presses which are subject to multiple sources of control are less able to select manuscripts than are university presses which are independently organized. The sources of subsidy affect the selection of manuscripts seriously. With presses where manufacture is emphasized and is inexpensive, mediocre manuscripts may be easily printed, while important works may be neglected. The independently organized press is usually well financed, and it is able to emphasize the important publication and to neglect the slight research contribution.

However important the formal organization of the university presses may be, the influence of single individuals on the presses is often of more practical significance. The founders of university presses were often enthusiastic members of the faculties. The other influence of individuals on university presses

is found in the long terms of service which many persons important in the conduct of the organizations have rendered. A tendency toward conservatism should be expected on the part of presses so staffed. There is, it seems, no method of training university press personnel, except by the route of apprenticeship.

University presses are usually supported from a variety of sources. Appropriations, book sales, capital sums, gifts, endowments, consignment, commission and agency publishing, and profits from auxiliary enterprises, such as bookstores, are sources of press revenue. Direct and indirect subsidies appear to be important sources of press revenue.

The centralization of a university's publishing through the press has been attempted by a few universities. Whether there is a tendency towards centralization of this kind, or one towards decentralization, is hard to say. There are instances of both tendencies. Some presses have succeeded in centralizing almost all of a university's printing and publishing, and it seems evident that others might profitably do so. One press has shown the possibility of centralizing the academic publishing of an entire state, but there is also evidence of neglect of such opportunities. Further study of this problem would be beneficial to both presses and the universities.

The future of university presses may be greater than the record of the past if the university administrations become aware of the economies and enhanced effectiveness of centralized university presses, with centralized sources of authority. Changes in the methods of university control should result, in many instances, in real progress in the solution of the publishing problems of the universities.



## CHAPTER V

### A QUANTITATIVE VIEW OF UNIVERSITY PRESS PUBLISHING

As a preliminary to any estimate of the place of university presses in American publishing, it is necessary to establish the volume of their publishing at given times. This chapter attempts to supply this quantitative view of university press publishing by showing statistics of titles published and by discussing certain other press activities on a numerical basis. The chapter is divided into the following sections: (1) sources of bibliographic information, (2) statistics of university press publications, 1918-1937, (3) comparison of press non-fiction publications with other non-fiction publications, (4) university press publications in 1935, (5) periodicals currently published by American university presses, and (6) participation of American university presses in the "Fifty Books of the Year," as sponsored since 1923 by the American Institute of Graphic Arts.

It may be well to explain<sup>1</sup> once more that the discussion is limited to those academic printing and publishing organizations which come within the definition "university press" as used in this study. More American universities print and publish than are mentioned here, for not all university publishing is done by university presses, and many universities publish without using the imprint "university press." This quantitative treatment of publishing statistics attempts to be complete only for the American university presses identified in this study. There can be little doubt but that a large portion of American university publishing is actually reviewed here. The addition of numerous small organizations would do little to alter the conspectus presented and the conclusions drawn in this chapter.

#### Sources of Bibliographic Information

For the needed bibliographical information two types of sources are at hand. The first of these is institutional, which

---

<sup>1</sup>See chap. i, p. 4, "Limitations of the Study."

includes catalogs of the presses, bibliographies of institutions, and publications of faculties. The second includes the tools of the booktrade, The Publishers' Weekly,<sup>1</sup> the Catalog of Copyright Entries,<sup>2</sup> and, to lesser degrees, the Monthly Check-List of State Publications,<sup>3</sup> the Cumulative Book Index,<sup>4</sup> and The Publishers' Trade List Annual.<sup>5</sup>

The catalogs of the presses themselves exhibit many serious bibliographical defects. First of all, only the larger presses issue such catalogs. Second, the bibliographical information they contain is generally deficient in essential facts, particularly dates of publication, number of pages, and series indication. Further, entries are frequently classified under a series name invented for the moment by the catalog compiler, so as to become bibliographically misleading.

American universities have not yet responded to the need for accurate bibliographies of their institutional publications. In the relatively few instances in which bibliographies have been made,<sup>6</sup> they quickly grow out of date, and are seldom revised. Such institutional bibliographies served this investigation best in the preparation of the histories of individual presses, but were of little value in determining the annual output of particular university presses.

Not all universities publish annual or biennial bibliographies of the publications of faculty members. When this is done, the lists indicate what faculty members publish through the university's own press but usually fail to mention what the press

---

<sup>1</sup>The Publishers' Weekly, published by the R. R. Bowker Company, New York City.

<sup>2</sup>Catalog of Copyright Entries, issued by the Copyright Office of the Library of Congress, Washington, D. C.

<sup>3</sup>Monthly Check-List of State Publications, compiled by the Division of Documents, Library of Congress, Washington, D. C. Hereinafter referred to as the "Monthly List of State Publications."

<sup>4</sup>Cumulative Book Index, issued by the H. W. Wilson Company, New York City, N. Y.

<sup>5</sup>The Publishers' Trade List Annual, issued from the office of The Publishers' Weekly, by the R. R. Bowker Company, New York City, N. Y.

<sup>6</sup>E.g., Oregon, 1938; Western Reserve, 1936; University of Kansas, 1936; Michigan, 1920, 1932; and Nebraska, 1926.

has published from other faculties. In the present undertaking, lists of publications by faculty members did not prove as useful for the preparation of a bibliography of university press publications as for verification of facts in case histories and for occasional reference.

The bibliographical tools of the book trade also have limitations. The Catalog of Copyright Entries, although alphabetized issue by issue, and published every two or three days, is not indexed until the close of the year's volume in March or April of the calendar year following that reported. The interval of delay between the date of copyright and the date of the separate number reporting the copyright is from three to four months. Furthermore a check of the Catalog of Copyright Entries, Part 1, Books, Group 1, and of Part 1, Books, Group 2, reveals that by no means all university presses make a practice of copyrighting their publications. This is especially true of the presses connected with publicly-supported universities; it is less true of those presses which seek to sell in the trade book field.

The Monthly Check-List of State Publications, issued by the Library of Congress, attempts to record publications issued by the state governments or state institutions. It therefore includes the publications of state universities and land-grant institutions with university presses, and the titles published by these presses are often found in the Monthly List. It is estimated by specialists in public documents to be sixty per cent complete.<sup>1</sup>

The Cumulative Book Index undertakes to collect all "book" titles published in the English language. Because of its cumulative feature,<sup>2</sup> it is an excellent reference tool, and it was used in this study as a means of verifying dates, authors, and rarely, titles.

---

<sup>1</sup>Statement by Jerome K. Wilcox, Chairman Documents Committee, American Library Association, interview.

<sup>2</sup>The Cumulative Book Index: A World List of Books in the English Language, is issued eleven times each year--each month excepting August. The following is the plan of cumulation: January (one month); February (January and February, two months); March (one month); April (January to April, four months); May (one month); June (May and June, two months); July (January to July (seven months); August (no issue); September (August and September, two months); October (one month); November (August to November, four months); December (entire year including December).

The Publishers' Trade List Annual is a co-operative enterprise for which most commercial publishers prepare and print special editions of their catalogs, or purchase advertising space in "supplements." These catalogs conform to certain printing specifications, particularly that of a page size which makes it possible to gather these numerous booklets into one volume, as though they were signatures of an ordinary book. The whole is then flexibly bound, and distributed to purchasers. Since 1901, when the first university press catalog appeared in the Annual, until 1937, only twenty American university presses have placed their catalogs or advertisements in this cumulation. The largest number of press advertisements and catalogs in any one issue has never exceeded seventeen. Not only is the representation of university presses incomplete, but the catalogs prepared for the Annual retain all the deficiencies of publishers' catalogs in general. The price of a title is always mentioned, but other facts are frequently omitted or difficult to extract.

On all counts, the most complete current report of publishing in the United States is The Publishers' Weekly.<sup>1</sup> American publications are reported in each issue of the Weekly in a department called "The Weekly Record: Describes [sic] this Week's New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries." The lists of titles reported in The Publishers' Weekly,<sup>2</sup> are not cumulated. The advance lists of new publications contained in the seasonal announcements for Spring, Summer, Autumn, and Winter are primarily promotional rather than bibliographical.

"The Weekly Record" arranged the titles it lists in two groups, putting those judged to be of general interest to the book trade above a one-point rule, and those of minor interest, or with few pages, below this rule. The titles above the rule are frequently, but not always, classified under eighteen headings, seventeen of which are taken from twenty-three of those used in the so-called "International Classification," employed to compare book production in different countries.<sup>3</sup> Each year the

---

<sup>1</sup>Published by the R. R. Bowker Company, New York City, N.Y.

<sup>2</sup>Ibid.

<sup>3</sup>The headings used in "The Weekly Record" are: Fine Arts, Biography, Business, Drama, Economics, Fiction, History, Juvenile, Music, Poetry, Religion, Science, Sport, and Travel. A heading



titles listed in "The Weekly Record" are summarized under these twenty-three headings. "The Weekly Record" and the annual summary number of The Publishers' Weekly<sup>1</sup> together provide the factual basis for much of the discussion of publishing production made in this study. The annual summary number since 1918<sup>2</sup> has included the publishers of "three or more titles"<sup>3</sup> (1918-1922), and of "five or more titles" (1923 to date), and thus provides, for most purposes, a means of comparing the increase or decrease in the number of book publishers and the number of titles published. In so far as the publications of the university presses are included in "The Weekly Record" and the presses are mentioned in the list of publishers who produced more than the minimum number of titles, records of their publishing may be traced in the same manner as for other publishers.

With this description of the available data in mind, attention may be directed to an analysis of the actual statistics of university press publications.

---

used in "The Weekly Record," but not in the classification is "Collector's Item." Headings in the classification but not used in "The Weekly Record" are: Educational, Language and Philology, Medicine and Hygiene, General Literature, Technical, Law, Domestic Economy, Philosophy, General Works. Drama and Poetry are separate headings in "The Weekly Record" but are combined in the classification itself.

<sup>1</sup>The "Annual Summary Number" of The Publishers' Weekly is usually published on the third or fourth Saturday of January in each year.

<sup>2</sup>It is impracticable to attempt the compilation of data of this sort prior to that for 1918 reported in the 1919 summary number of The Publishers' Weekly.

<sup>3</sup>Without intending to do so, The Publishers' Weekly uses the word "title" as synonymous with "book." At the same time the discrimination made in the annual summary numbers against "titles" which have been placed below the line of "The Weekly Record," shows that the staff regards as a book, (1) a work whose subject matter is more generally received, (2) which is larger, or (3) which is more likely to interest the book trade. The annual summaries employ the word "titles," although clearly the meaning intended is "book." In the tables which follow, the word "title" is employed to describe any single publication.

Statistics of University Press  
Publications, 1918-1937

Table 9 presents the total number of titles published by university presses annually during the twenty-year period, 1918-1937. The university presses are arranged at the left in the order of their reported title-production for 1937. The table shows the total title-production for any one press, for any one year, or for the twenty-year period as well as the total title production of all presses for any one year. The total production of all the presses for the twenty years is shown to be 5,382 titles. It is to be observed that both the total number of titles published, and also the number of presses publishing more than the minimum number of titles, increased during the period. The relative increase in the number of presses and the increase in the number of titles published was approximately the same during the twenty years, or three times.

Figure 4 presents graphically on a logarithmic scale the data of annual totals as shown in Table 9, with certain additions. For the same twenty-year period, it compares the growth of four major subject groups of American book production: (1) all titles, (2) new titles, (3) non-fiction titles, and (4) university press titles. The total of new books exclusive of juvenile works and fiction which is used in the figure is thought to provide a fairer comparison with university press production than would the inclusive figures for all new books or for total books. American university presses do not publish fiction or juvenile titles, and few of them publish second or third editions. Data for Figure 4 are shown in Table 10.

The lines of the graph in Figure 4 show a synchronization of title production in the three groups which cover the publishing field generally. In sharp contrast, a slow but almost continuous rise is apparent in the university press group. In 1918 the university presses published 159 titles; in 1937 they published 429 titles, or nearly three times as many. It is worthy of special notice, however, that the total volume of university press publication--measured in titles--has reached a statistical plateau, which has not varied greatly since 1931.

The percentage ratio chart in Figure 5 emphasizes the rate of increase in university press publications as compared with

TABLE 9

AMERICAN UNIVERSITY PRESSES PUBLISHING "BOOKS" DURING  
THE TWENTY YEARS, 1918-1937, AS REPORTED IN  
THE PUBLISHERS' WEEKLY\*

| Name of Press                | 1918 | 1919 | 1920 | 1921 | 1922 | 1923 | 1924 | 1925 | 1926 | 1927 |
|------------------------------|------|------|------|------|------|------|------|------|------|------|
| Cornell . . . .              | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   |
| U. Illinois . .              | ..   | ..   | ..   | ..   | ..   | 7    | ..   | ..   | ..   | ..   |
| Ohio State . .               | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   |
| Loyola . . . .               | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 5    | ..   |
| Louisiana State              | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   |
| Duke . . . . .               | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 7    | 10   |
| U. Oklahoma . .              | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   |
| U. Michigan . .              | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   |
| U. California .              | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   |
| U. Minnesota . .             | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   |
| Stanford . . .               | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 7    |
| U. Pennsylvania              | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 7    |
| U. N. Carolina .             | ..   | ..   | ..   | ..   | ..   | ..   | 10   | 7    | 6    | 13   |
| Princeton . . .              | 10   | 10   | 5    | 9    | 21   | 13   | 13   | 14   | 6    | 10   |
| Johns Hopkins .              | ..   | ..   | ..   | 16   | 10   | 19   | 8    | 6    | 13   | 17   |
| Columbia . . .               | 36   | 15   | 5    | ..   | 9    | 25   | 36   | 16   | 33   | 44   |
| Yale . . . . .               | 38   | 84   | 65   | 40   | 27   | 37   | 47   | 42   | 49   | 45   |
| Harvard . . . .              | 26   | 14   | 14   | 36   | 34   | 21   | 30   | 27   | 55   | 53   |
| U. Chicago . . .             | 49   | 23   | 33   | 36   | 35   | 37   | 32   | 47   | 39   | 58   |
| Totals . . . .               | 159  | 146  | 122  | 137  | 136  | 159  | 176  | 159  | 213  | 264  |
| Number of<br>presses . . . . | 5    | 5    | 5    | 6    | 6    | 7    | 7    | 7    | 10   | 10   |

\*Inclusion was based upon the publication of "three or more titles," 1918 to 1922, and after 1922 upon the publication of "five or more titles." "Publishers' Output," The Publishers' Weekly, LXXXIV (January 26, 1919), 231; LXXXVII (January 31, 1920), 286-87; LXXXIX (January 29, 1921), 280-81; CI (January 28, 1922), 193; CIII (January 27, 1923), 236-37; CV (January 26, 1924), 259-60; CVII (January 31, 1925), 355-57; CIX (January 23, 1926), 243-45; CXI (January 22, 1927), 279-81; CXIII (January 21, 1928), 254-56; CXV (January 19, 1929), 286-88; CXVII (January 25, 1930), 447-51; CXIX (January 24, 1931), 453-54; CXXI (January 23, 1932), 405-7; CXXIII (January 21, 1933), 196-98; CXXV (January 20, 1934), 232-33; CXXVII (January 19, 1935), 217-18; CXXIX (January 18, 1936), 216-17; CXXI (January 16, 1937), 221-22; and CXXXIII (January 15, 1938), 208-9.

TABLE 9 -- Continued

| 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 | Total |
|------|------|------|------|------|------|------|------|------|------|-------|
| ..   | ..   | ..   | ..   | ..   | ..   | 5    | ..   | ..   | ..   | 5     |
| ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 7     |
| ..   | 9    | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 9     |
| ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 5    | 10    |
| ..   | ..   | ..   | ..   | ..   | ..   | ..   | 6    | ..   | 9    | 15    |
| 7    | 6    | ..   | ..   | ..   | ..   | ..   | 6    | 7    | ..   | 43    |
| ..   | ..   | ..   | 5    | 6    | 5    | 8    | 6    | 9    | 8    | 47    |
| ..   | ..   | ..   | ..   | 8    | 9    | 7    | 14   | 7    | 8    | 53    |
| ..   | 6    | 6    | ..   | 5    | 8    | 14   | 15   | 16   | 22   | 92    |
| ..   | 10   | 12   | 15   | 11   | 14   | 16   | 16   | 11   | 21   | 126   |
| 10   | 18   | 19   | 25   | 21   | 11   | 19   | 19   | 13   | 17   | 179   |
| ..   | 19   | 25   | 30   | 20   | 14   | 20   | 29   | 27   | 24   | 215   |
| 12   | 11   | 22   | 22   | 13   | 23   | 20   | 28   | 26   | 27   | 240   |
| 12   | 11   | 9    | 25   | 25   | 12   | 14   | 14   | 25   | 16   | 274   |
| 16   | 17   | 17   | 22   | 21   | 32   | 18   | 23   | 15   | 23   | 293   |
| 37   | 46   | 52   | 75   | 82   | 59   | 68   | 70   | 71   | 67   | 846   |
| 48   | 52   | 54   | 55   | 43   | 24   | 38   | 30   | 36   | 41   | 895   |
| 47   | 49   | 58   | 77   | 52   | 74   | 71   | 76   | 74   | 70   | 958   |
| 62   | 58   | 75   | 81   | 78   | 74   | 54   | 68   | 65   | 71   | 1,075 |
| 251  | 312  | 349  | 432  | 385  | 359  | 372  | 420  | 402  | 429  | 5,382 |
| 10   | 13   | 11   | 11   | 13   | 13   | 14   | 15   | 14   | 15   | ...   |



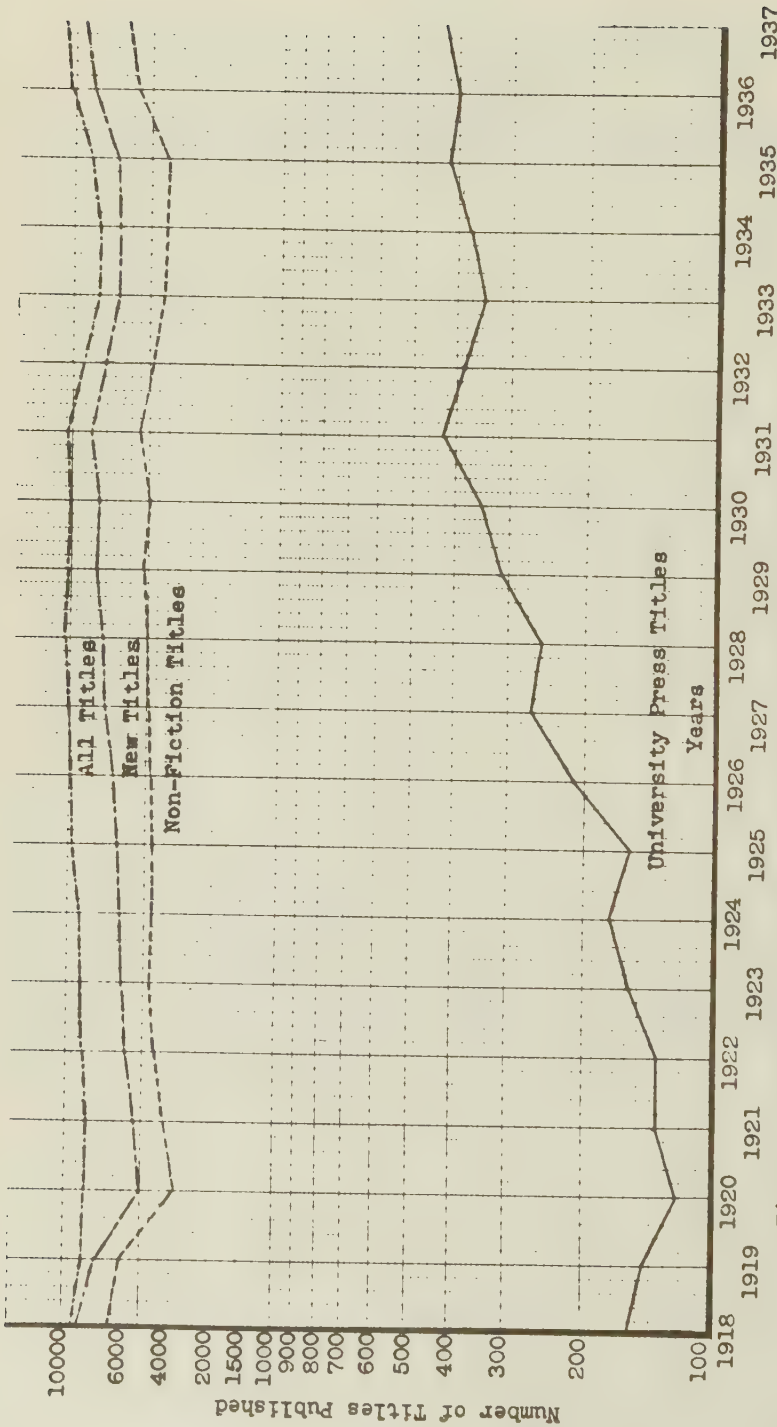


Fig. 4.--A comparison of four groups of American book production: all titles, new titles, non-fiction titles, and university press titles, published during the period 1918-1937, based on figures reported in The Publishers' Weekly (logarithmic paper).

TABLE 10

COMPARISON OF UNIVERSITY PRESS PUBLICATIONS  
WITH NON-FICTION PUBLICATIONS, 1918-1937\*

| Year      | Total<br>Titles | Total<br>New<br>Books | Total<br>Fiction<br>and<br>Juvenile | Non-<br>Fiction<br>Titles | Univer-<br>sity<br>Press<br>Titles | Per Cent<br>Non-<br>Fiction<br>Titles<br>Issued by<br>Presses |
|-----------|-----------------|-----------------------|-------------------------------------|---------------------------|------------------------------------|---------------------------------------------------------------|
| 1918..... | 9,237           | 8,085                 | 1,292                               | 6,793                     | 159                                | 2.3                                                           |
| 1919..... | 8,594           | 7,625                 | 1,337                               | 6,288                     | 146                                | 2.3                                                           |
| 1920..... | 8,422           | 5,101                 | 1,653                               | 3,448                     | 122                                | 3.5                                                           |
| 1921..... | 8,329           | 5,438                 | 1,548                               | 3,890                     | 137                                | 4.0                                                           |
| 1922..... | 8,638           | 5,998                 | 1,642                               | 4,356                     | 136                                | 3.1                                                           |
| 1923..... | 8,863           | 6,257                 | 1,640                               | 4,617                     | 159                                | 3.4                                                           |
| 1924..... | 9,012           | 6,380                 | 1,764                               | 4,616                     | 176                                | 3.8                                                           |
| 1925..... | 9,574           | 6,680                 | 1,988                               | 4,692                     | 159                                | 3.4                                                           |
| 1926..... | 9,925           | 6,832                 | 2,127                               | 4,705                     | 213                                | 4.6                                                           |
| 1927..... | 10,153          | 7,450                 | 2,514                               | 4,936                     | 264                                | 4.1                                                           |
| 1928..... | 9,176           | 7,614                 | 2,570                               | 5,044                     | 251                                | 5.0                                                           |
| 1929..... | 10,187          | 8,342                 | 3,073                               | 4,969                     | 312                                | 6.3                                                           |
| 1930..... | 10,027          | 8,134                 | 3,038                               | 5,096                     | 349                                | 6.8                                                           |
| 1931..... | 10,307          | 8,506                 | 2,960                               | 5,546                     | 432                                | 8.0                                                           |
| 1932..... | 9,035           | 7,556                 | 2,706                               | 4,850                     | 385                                | 8.0                                                           |
| 1933..... | 8,902           | 6,813                 | 2,432                               | 4,381                     | 359                                | 8.2                                                           |
| 1934..... | 8,198           | 6,788                 | 2,500                               | 4,288                     | 372                                | 8.4                                                           |
| 1935..... | 8,766           | 6,914                 | 2,709                               | 4,205                     | 420                                | 10.0                                                          |
| 1936..... | 10,436          | 8,584                 | 2,742                               | 5,842                     | 402                                | 6.9                                                           |
| 1937..... | 10,912          | 9,273                 | 2,865                               | 6,408                     | 429                                | 6.7                                                           |

\*Based on figures taken from The Publishers' Weekly, 1918-1937.

other types of book publication, using 1918 as a base year. On ordinary co-ordinate paper, as used in this figure, the university press line mounts the page like a cathedral spire. It will be seen that while "all titles published" has fluctuated least in the eighteen years represented (27 per cent), "new books" come second (60 per cent). One may also observe that the field in which the university presses publish extensively, non-fiction, is the most variable, with 62 per cent, although this is accounted for by the drop in non-fiction between 1918 and 1920. It may be observed that the books published by the university presses on the other hand, apart from reflecting changes in the

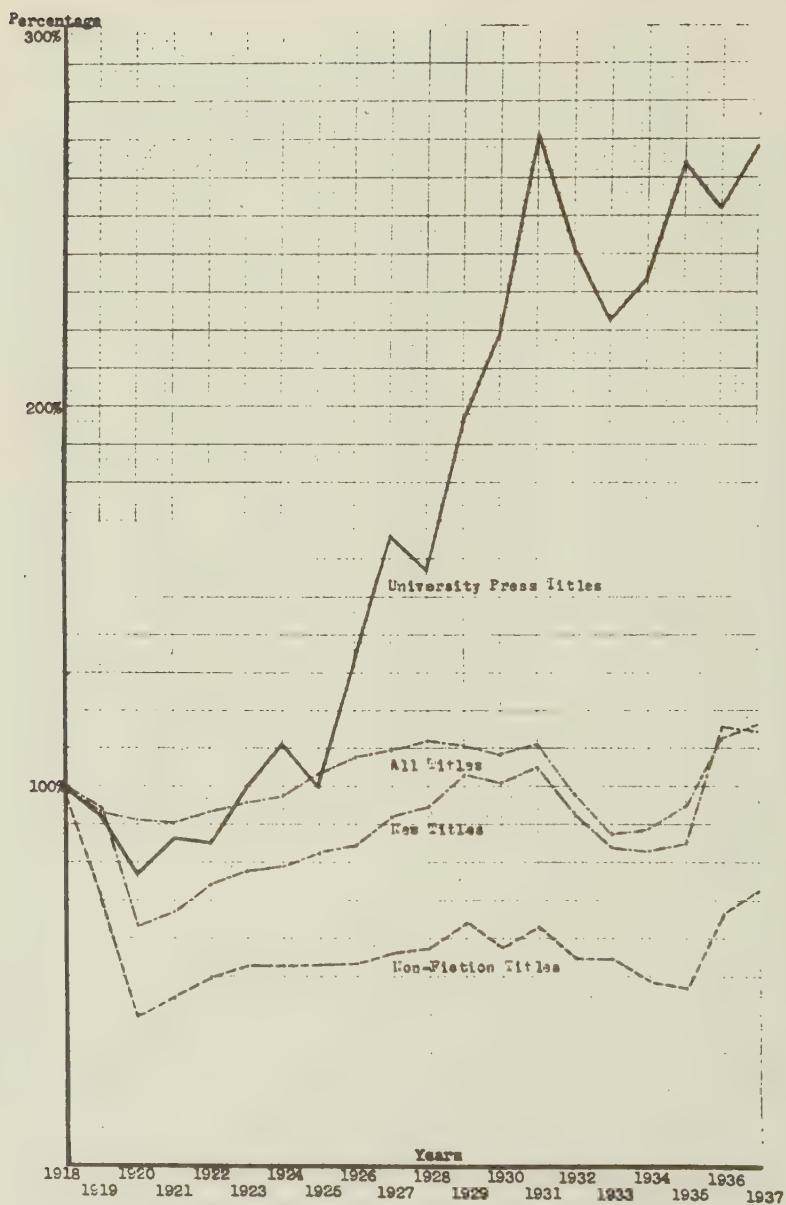


Fig. 5.--Percentage Ratio Chart of University Press and General Book Production, 1918-1937, from Figures Reported in The Publishers' Weekly. Base Year: 1918.

general tone of book production, show once more the upward trend already indicated in Table 9 and Figure 4. Again, the tendency of university press publication to level off in a new "plateau" in the period since 1931, is to be observed. The economic depression which began in 1929, with its effect of reducing the amount of all publishing, must be considered as a contributing cause of this plateau. Publishing statistics show that fewest titles were issued by all agencies in 1933-34, with a return to normal in 1935.

Figures 6 and 7 carry the comparison between university press and commercial publishing a step farther. These figures make it clear that the university presses did not make an unbroken upward swing in their annual title production between 1918 and 1937 as would appear in Figure 5. The university presses are commonly considered by general publishers as insulated against the fluctuations in rates of publication common in the commercial booktrade. These figures tend to show a contrary condition.

The university presses succeeded in enlarging their share of new non-fiction, as shown by Figure 6, which gives the percentage university press titles are of new non-fiction for the 1918-1937 period. It is to be observed that the presses published slightly more than 2 per cent of the non-fiction titles in 1918, and 10 per cent in 1935. The drop in 1936 and 1937 was due to increased commercial title-production rather than to the slight decline of eighteen titles on the part of the presses in 1936. Press title-production from 1931 to 1937 gives the appearance of a plateau, but it is impossible to predict that further expansion will not take place.

#### Comparison of Press Non-Fiction Publications with Other Non-Fiction Publications

It will be profitable to extend the preceding comparison of university press and commercial non-fiction publishing by presenting a subject analysis of titles published in a single year. As samples for comparison of the production of the presses and of the production of the general publishers, the 599 titles found in an item-by-item check of "The Weekly Record" for the calendar year 1935<sup>1</sup> were classified according to the International Classi-

---

<sup>1</sup>See chap. v, "A Quantitative View of University Press Publishing," p. 108, Table 13.



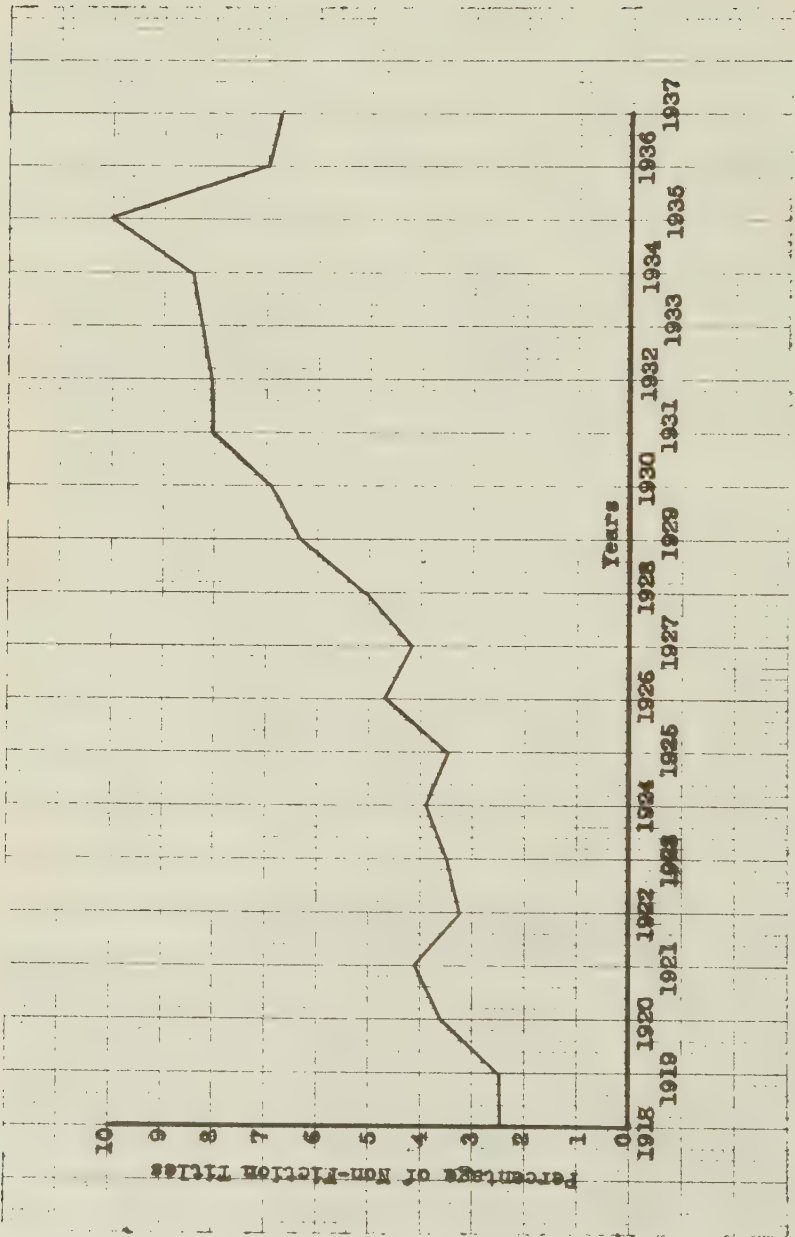


Fig. 6.--Percentage that university press titles published between 1918-1937 were of non-fiction books.

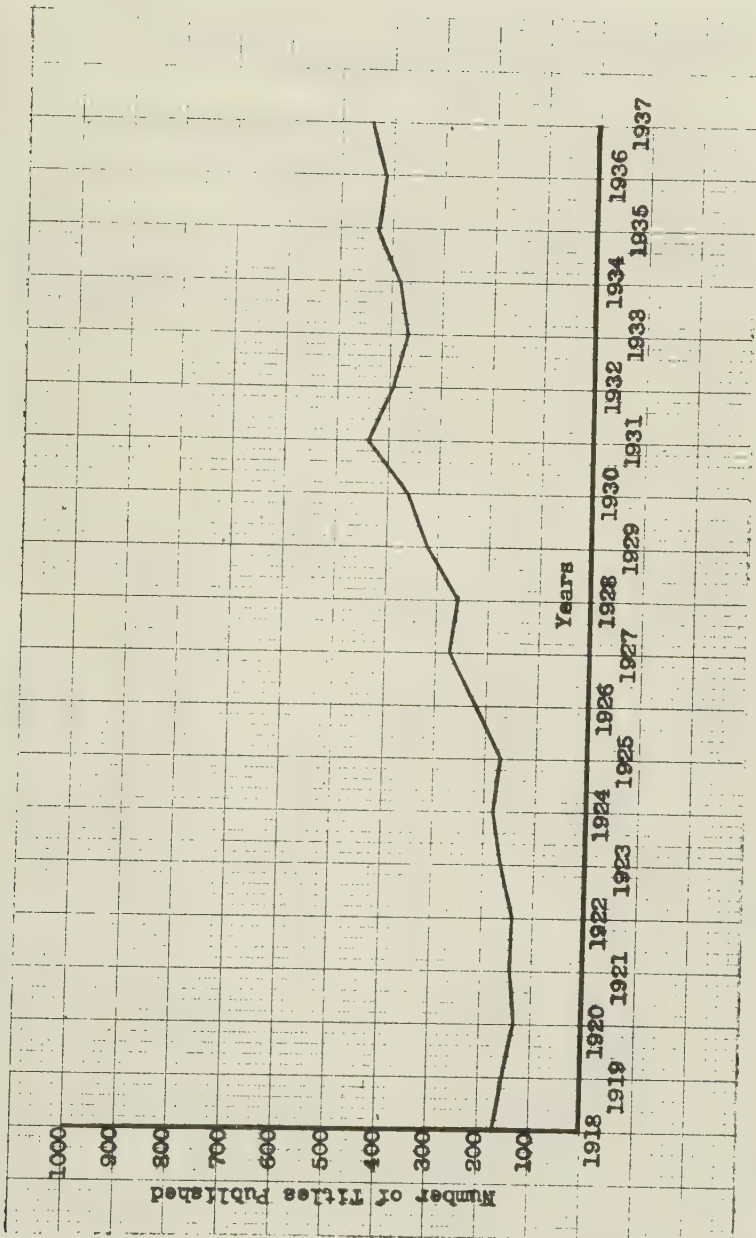


Fig. 7.--Number of university press titles published between 1918-1937, from figures reported in The Publishers' Weekly.

TABLE 11

COMPARISON BY SUBJECTS ACCORDING TO THE "INTERNATIONAL CLASSIFICATION"\* OF THE NEW NON-FICTION TITLE PRODUCTION OF TWENTY-NINE UNIVERSITY PRESSES AND OF ALL GENERAL PUBLISHERS FOR THE CALENDAR YEAR 1935

| Institutions Whose University Presses According to The Publishers' Weekly Were Active in 1935 | Subject Classes |           |             |                      |                    |                    |                |                    |                       |
|-----------------------------------------------------------------------------------------------|-----------------|-----------|-------------|----------------------|--------------------|--------------------|----------------|--------------------|-----------------------|
|                                                                                               | Religion        | Biography | Educational | Language & Philology | Geography & Travel | Medicine & Hygiene | Poetry & Drama | General Literature | Sociology & Economics |
| Brigham Young.....                                                                            | ..              | ..        | ..          | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| Clark.....                                                                                    | 2               | 1         | 2           | 1                    | 1                  | 3                  | 6              | 5                  | 21                    |
| Columbia.....                                                                                 | ..              | ..        | ..          | ..                   | ..                 | ..                 | ..             | 3                  | 1                     |
| Cornell.....                                                                                  | 1               | 1         | ..          | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| Duke.....                                                                                     | ..              | ..        | 1           | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| Fordham.....                                                                                  | ..              | ..        | ..          | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| Georgetown.....                                                                               | ..              | ..        | ..          | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| G. Washington.....                                                                            | 2               | ..        | 6           | 7                    | 4                  | 1                  | 2              | 31                 | 10                    |
| Harvard.....                                                                                  | 1               | ..        | 1           | 1                    | 1                  | 5                  | 1              | 3                  | 3                     |
| Johns Hopkins.....                                                                            | ..              | 1         | 1           | ..                   | ..                 | ..                 | ..             | 2                  | 2                     |
| Louisiana State.....                                                                          | ..              | ..        | 1           | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| Loyola.....                                                                                   | ..              | ..        | 1           | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| Ohio State.....                                                                               | ..              | ..        | 1           | ..                   | ..                 | ..                 | ..             | ..                 | ..                    |
| Princeton.....                                                                                | ..              | ..        | 1           | ..                   | ..                 | ..                 | 1              | 4                  | 1                     |
| Stanford.....                                                                                 | ..              | ..        | 4           | ..                   | 1                  | 2                  | ..             | ..                 | 11                    |
| U. California.....                                                                            | ..              | ..        | 1           | ..                   | ..                 | 1                  | 1              | 5                  | 13                    |
| U. Chicago.....                                                                               | 8               | ..        | 13          | 1                    | ..                 | 2                  | ..             | 8                  | 26                    |
| U. Illinois.....                                                                              | ..              | ..        | ..          | ..                   | ..                 | 1                  | ..             | 4                  | 1                     |
| U. Maine.....                                                                                 | ..              | ..        | ..          | ..                   | ..                 | ..                 | ..             | ..                 | 1                     |
| U. Michigan.....                                                                              | 1               | ..        | 1           | ..                   | ..                 | ..                 | ..             | 3                  | 2                     |
| U. Minnesota.....                                                                             | ..              | ..        | ..          | ..                   | ..                 | 3                  | ..             | ..                 | 9                     |
| U. New Mexico.....                                                                            | ..              | ..        | ..          | 1                    | 1                  | ..                 | ..             | ..                 | ..                    |
| U. N. Carolina.....                                                                           | ..              | 1         | 2           | ..                   | 3                  | ..                 | 1              | 6                  | 12                    |
| U. Oklahoma.....                                                                              | ..              | ..        | ..          | ..                   | 1                  | ..                 | ..             | ..                 | 2                     |
| U. Oregon.....                                                                                | ..              | ..        | ..          | 1                    | ..                 | ..                 | ..             | ..                 | 1                     |
| U. Pennsylvania.....                                                                          | 1               | 1         | ..          | ..                   | ..                 | ..                 | 4              | 8                  | 8                     |
| U. So. California....                                                                         | ..              | ..        | 3           | ..                   | ..                 | ..                 | ..             | ..                 | 2                     |
| U. Washington.....                                                                            | ..              | ..        | ..          | ..                   | ..                 | ..                 | ..             | ..                 | 1                     |
| Yale.....                                                                                     | 2               | 4         | 1           | ..                   | ..                 | 3                  | 1              | 7                  | 8                     |
| Total press titles                                                                            | 18              | 9         | 39          | 12                   | 12                 | 21                 | 17             | 89                 | 136                   |
| Total titles less University Press titles.....                                                | 570             | 539       | 227         | 185                  | 200                | 277                | 577            | 357                | 555                   |
| Total titles published.....                                                                   | 588             | 548       | 266         | 197                  | 212                | 298                | 394            | 446                | 691                   |

\*The "International Classification" is a subject grouping of published titles, with twenty-three divisions. It is used to compare the book production of different countries, especially the United States and Great Britain.

TABLE 11--Continued

| Subject Classes |           |     |         |           |                  |                  |            |                         |          |       |               |        |
|-----------------|-----------|-----|---------|-----------|------------------|------------------|------------|-------------------------|----------|-------|---------------|--------|
| History         | Technical | Law | Science | Fine Arts | Domestic Economy | Games and Sports | Philosophy | Agriculture & Gardening | Business | Music | General Works | Totals |
| ..              | ..        | ..  | 1       | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 1      |
| 11              | ..        | 1   | 1       | ..        | ..               | ..               | 1          | ..                      | ..       | 1     | ..            | 1      |
| ..              | ..        | ..  | 10      | 1         | ..               | ..               | 1          | ..                      | ..       | ..    | 2             | 6      |
| 2               | ..        | ..  | 2       | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 6      |
| ..              | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 6      |
| 11              | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 1      |
| 11              | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 1      |
| 9               | ..        | 1   | 5       | 4         | ..               | ..               | 4          | ..                      | ..       | ..    | ..            | 1      |
| 10              | 2         | 3   | 6       | ..        | ..               | ..               | 2          | ..                      | 2        | ..    | 4             | 9      |
| ..              | ..        | 1   | 1       | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 2      |
| ..              | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 3      |
| 11              | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 8      |
| 11              | ..        | ..  | 2       | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 1      |
| 4               | ..        | ..  | 4       | ..        | ..               | ..               | 1          | ..                      | 1        | ..    | 1             | 2      |
| 4               | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 13     |
| 3               | 1         | 1   | 13      | 1         | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 26     |
| 6               | 1         | 2   | 11      | 2         | ..               | ..               | 1          | ..                      | 4        | ..    | ..            | 40     |
| ..              | 2         | 1   | 2       | ..        | ..               | ..               | 1          | 10                      | ..       | 1     | 3             | 89     |
| ..              | ..        | ..  | ..      | ..        | ..               | ..               | 1          | ..                      | ..       | ..    | ..            | 22     |
| 3               | ..        | ..  | 3       | 1         | ..               | ..               | ..         | ..                      | 1        | ..    | ..            | 1      |
| 4               | ..        | 2   | 4       | ..        | ..               | ..               | ..         | ..                      | 3        | ..    | ..            | 15     |
| 1               | ..        | ..  | ..      | ..        | ..               | ..               | ..         | 1                       | ..       | ..    | ..            | 25     |
| 7               | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | ..       | 1     | ..            | 3      |
| 4               | ..        | ..  | ..      | ..        | ..               | ..               | ..         | 1                       | ..       | 1     | ..            | 35     |
| ..              | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | 1        | ..    | ..            | 8      |
| 6               | 1         | ..  | 1       | 1         | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 2      |
| 1               | ..        | ..  | ..      | ..        | ..               | ..               | ..         | ..                      | 1        | ..    | ..            | 32     |
| 16              | 6         | ..  | 1       | ..        | ..               | ..               | ..         | ..                      | ..       | ..    | ..            | 6      |
| 16              | 1         | ..  | ..      | 1         | ..               | ..               | 1          | ..                      | ..       | ..    | ..            | 8      |
| 91              | 14        | 12  | 68      | 11        | ..               | ..               | 12         | 11                      | 12       | 4     | 11            | 46     |
| 365             | 205       | 81  | 367     | 198       | 57               | 175              | 173        | 74                      | 181      | 76    | 28            | 5,458  |
| 447             | 219       | 93  | 435     | 209       | 57               | 175              | 185        | 85                      | 193      | 80    | 39            | 6,057  |



fication and arranged in a table. The titles of the general publishers have already been arranged in this manner and have been reported in the summary number of The Publishers' Weekly.<sup>1</sup> As American university presses do not publish fiction<sup>2</sup> or juvenile titles, these were omitted in the preparation of the table. The findings of this analysis are exhibited in Table 11.

The results show that the largest class of works published by the presses was that embracing titles related to Sociology and Economics, with 136 titles. The classifications which rated next in importance were History, with 91 titles; General Literature, with 89 titles; Science with 68 titles, and the fewest number were issued in Music, with only 4 titles.

The four largest fields for the general publisher were: Biography, with 539 titles; Sociology and Economics, with 555 titles; Religion, with 570 titles; and Poetry and Drama, with 577 titles.

Further comparison between subject-matter of the titles published by the university presses and by the general publishers is afforded by comparing the ranking in each group of the subjects in the order of the number of titles included. This is done in Table 12.

The comparison in Table 13 of the new non-fiction title production of university presses and general publishers and the percentage of titles in each classification published by university presses further indicates the important subject-fields in which the presses publish. In this categorical arrangement it is seen that the presses published 28 per cent of the total number of General Works, 20 per cent of the History titles, nearly 20 per cent of the General Literature and Sociology and Economics titles, 15 per cent of the Science titles, and nearly 13 per cent of the titles in Agriculture and Gardening and in Law. In other subdivisions, both the number of titles published by the presses and the per cent of the total is small enough to indicate that the university presses are not serious competitors of the general publishers.

---

<sup>1</sup>The Publishers' Weekly, Vol. CXXIX, No. 3 (January 18, 1936), p. 213.

<sup>2</sup>Columbia University Press published a fiction title, The Hound Tuner of Callaway, in 1927, which sold for \$2.50.

TABLE 12

COMPARISON OF THE TITLE PRODUCTION OF UNIVERSITY PRESSES  
WITH GENERAL PUBLISHERS FOR THE CALENDAR YEAR 1935\*

| Subject Classes                | University<br>Presses | General<br>Publishers |
|--------------------------------|-----------------------|-----------------------|
| Poetry and Drama.....          | 17                    | 577                   |
| Religion.....                  | 18                    | 570                   |
| Sociology and Economics.....   | 136                   | 555                   |
| Biography.....                 | 9                     | 539                   |
| Science.....                   | 68                    | 367                   |
| General Literature.....        | 89                    | 357                   |
| History.....                   | 91                    | 356                   |
| Medicine and Hygiene.....      | 21                    | 277                   |
| Educational.....               | 39                    | 227                   |
| Technical.....                 | 14                    | 205                   |
| Geography and Travel.....      | 12                    | 200                   |
| Fine Arts.....                 | 11                    | 198                   |
| Language and Philology.....    | 12                    | 185                   |
| Business.....                  | 12                    | 181                   |
| Games and Sports.....          | ..                    | 175                   |
| Philosophy.....                | 12                    | 173                   |
| Law.....                       | 12                    | 81                    |
| Music.....                     | 4                     | 76                    |
| Agriculture and Gardening..... | 11                    | 74                    |
| Domestic Economy.....          | ..                    | 57                    |
| General Works.....             | 11                    | 28                    |

\*As compiled from and reported by The Publishers' Weekly.  
The headings, "Juvenile" and "Fiction" are omitted in this table.

The comparisons made in Tables 12 and 13 lead to the conclusion that university presses can be considered competitors of the general publishers in only a few subjects. If the question of quality is raised, there is no possibility, at present, of determining which type of publisher issues the "better" books.<sup>1</sup> It is acknowledged that even if the presses publish a large part of the titles in given fields, the general publisher succeeds in selling the greatest number of copies. No comparison between the sales of press titles and general publishers' titles is possible.

<sup>1</sup>See chap. vi, pp. 121-49.

TABLE 13

COMPARISON OF THE NEW NON-FICTION PUBLICATIONS OF THE TWENTY-NINE UNIVERSITY PRESSES AND OF ALL GENERAL PUBLISHERS BY SUBJECTS ACCORDING TO THE "INTERNATIONAL CLASSIFICATION"\*

| Subject Classes                         | University Presses | General Publishers | Total Titles Reported | Percentage Issued by Presses |
|-----------------------------------------|--------------------|--------------------|-----------------------|------------------------------|
| Religion.....                           | 18                 | 570                | 588                   | 3.0                          |
| Biography.....                          | 9                  | 539                | 548                   | 1.7                          |
| Educational.....                        | 39                 | 227                | 266                   | 14.7                         |
| Language and Philology.                 | 12                 | 185                | 197                   | 6.0                          |
| Geography, Description, and Travel..... | 12                 | 200                | 212                   | 5.6                          |
| Medicine and Hygiene...                 | 21                 | 277                | 298                   | 7.0                          |
| Poetry and Drama.....                   | 17                 | 577                | 594                   | 2.9                          |
| General Literature.....                 | 89                 | 357                | 446                   | 19.9                         |
| Sociology and Economics                 | 136                | 555                | 691                   | 19.6                         |
| History.....                            | 91                 | 356                | 447                   | 20.3                         |
| Technical.....                          | 14                 | 205                | 219                   | 6.4                          |
| Law.....                                | 12                 | 81                 | 93                    | 12.9                         |
| Science.....                            | 68                 | 367                | 435                   | 15.6                         |
| Fine Arts.....                          | 11                 | 198                | 209                   | 5.2                          |
| Domestic Economy.....                   | ..                 | 57                 | 57                    | ....                         |
| Games and Sports.....                   | ..                 | 175                | 175                   | ....                         |
| Philosophy.....                         | 12                 | 173                | 185                   | 6.4                          |
| Agriculture and Gardening.....          | 11                 | 74                 | 85                    | 12.9                         |
| Business.....                           | 12                 | 181                | 193                   | 6.2                          |
| Music.....                              | 4                  | 76                 | 80                    | 5.0                          |
| General Works.....                      | 11                 | 28                 | 39                    | 28.1                         |
| Total.....                              | 599                | 5,458              | 6,057                 | ....                         |

\*As compiled from and reported by The Publishers' Weekly, for the calendar year, 1935. The headings, "Juvenile" and "Fiction" are omitted in this table.

#### University Press Publications in 1935

In the preceding sections of this chapter, the statistics used have been drawn entirely from The Publishers' Weekly. In order to show the limitations of these data as accurate records of the total publications of university presses, it seems important to examine more closely the sources of information for press publications in the year 1935.

An item-by-item check of the titles listed both above and

below the "line" in "The Weekly Record" of The Publishers' Weekly, for the issues of the calendar year 1935, disclosed 599 items reported for the university presses.<sup>1</sup> Twenty-nine presses were the publishers of these titles. In the annual summary number published on January 18, 1936, in which the book production for 1935 is recapitulated, the "Publishers' Output" of "five or more titles,"<sup>2</sup> includes fifteen university presses whose total production was 420 titles (see Table 14). A count of those presses which published "five or more titles" as shown by a complete checking of "The Weekly Record," shows that nineteen should have qualified. The difference of 179 titles is undoubtedly accounted for by certain arbitrary decisions made in the preparation of the recapitulation by The Publishers' Weekly.

Table 14 shows the differences between the item-by-item check and the report of the annual summary number for titles published in 1935. The names of presses followed by a superior "b" were reported in the annual summary. All other presses were not mentioned, although Cornell, Southern California, Washington, and Illinois were entitled to inclusion. The large difference between the item-by-item check and the annual summary statistics are only partly accounted for by the inclusion and exclusion of certain presses. More significant differences rested in the manner in which titles were regarded. Thus sixteen titles were not considered for Johns Hopkins, five for California, sixteen for Yale, twenty-one for Chicago, and sixteen for Harvard. Over-counting was shown in the cases of Princeton and Columbia, with one title for each press not found in the item-by-item check. It is probable that clerical errors are almost inescapable in the preparation of this list, but the differences from such causes are comparatively negligible.

The discussion which has preceded has pointed out that the publishing statistics provided by The Publishers' Weekly are not entirely reliable so far as the title production reported in "The Weekly Record" is concerned. It now remains to discover, if possible, whether other titles have been published by university presses in the United States which have escaped notice in The Pub-

---

<sup>1</sup>See p. 108 this chapter.

<sup>2</sup>The Publishers' Weekly, Vol. CXXIX, No. 3 (January 15, 1938), pp. 216-17.



TABLE 14

A COMPARISON OF THE TITLES FOUND IN AN ITEM-BY-ITEM CHECK OF  
"THE WEEKLY RECORD" IN THE PUBLISHERS' WEEKLY, AND THE  
TITLES REPORTED FOR UNIVERSITY PRESSES IN THE ANNUAL  
SUMMARY NUMBER, JANUARY 18, 1935

| University Press                     | Titles in<br>Item-by-Item<br>Check | Titles in<br>Annual<br>Summary | Titles<br>Added | Titles<br>Lost |
|--------------------------------------|------------------------------------|--------------------------------|-----------------|----------------|
| Brigham Young.....                   | 1                                  | 0                              | 1               | 0              |
| Clark.....                           | 1                                  | 0                              | 1               | 0              |
| Fordham.....                         | 1                                  | 0                              | 1               | 0              |
| Georgetown.....                      | 1                                  | 0                              | 1               | 0              |
| George Washington.....               | 1                                  | 0                              | 1               | 0              |
| Loyola.....                          | 1                                  | 0                              | 1               | 0              |
| Maine.....                           | 1                                  | 0                              | 1               | 0              |
| Ohio State.....                      | 2                                  | 0                              | 2               | 0              |
| Oregon.....                          | 2                                  | 0                              | 2               | 0              |
| New Mexico.....                      | 3                                  | 0                              | 3               | 0              |
| Cornell <sup>a</sup> .....           | 6                                  | 0                              | 6               | 0              |
| Duke <sup>b</sup> .....              | 6                                  | 6                              | 0               | 0              |
| Southern California <sup>a</sup> ... | 6                                  | 0                              | 6               | 0              |
| Louisiana <sup>b</sup> .....         | 8                                  | 6                              | 2               | 0              |
| Oklahoma <sup>b</sup> .....          | 8                                  | 6                              | 2               | 0              |
| Washington <sup>a</sup> .....        | 8                                  | 0                              | 8               | 0              |
| Princeton <sup>b</sup> .....         | 13                                 | 14                             | 0               | -1             |
| Michigan <sup>b</sup> .....          | 15                                 | 14                             | 1               | 0              |
| Illinois <sup>a</sup> .....          | 22                                 | 0                              | 22              | 0              |
| Minnesota <sup>b</sup> .....         | 25                                 | 16                             | 9               | 0              |
| Stanford <sup>b</sup> .....          | 26                                 | 19                             | 7               | 0              |
| Pennsylvania <sup>b</sup> .....      | 32                                 | 29                             | 3               | 0              |
| North Carolina <sup>b</sup> .....    | 35                                 | 28                             | 7               | 0              |
| Johns Hopkins <sup>b</sup> .....     | 39                                 | 23                             | 16              | 0              |
| California <sup>b</sup> .....        | 40                                 | 15                             | 25              | 0              |
| Yale <sup>b</sup> .....              | 46                                 | 30                             | 16              | 0              |
| Columbia <sup>b</sup> .....          | 69                                 | 70                             | 0               | -1             |
| Chicago <sup>b</sup> .....           | 89                                 | 68                             | 21              | 0              |
| Harvard <sup>b</sup> .....           | 92                                 | 76                             | 16              | 0              |
| Total.....                           | 599                                | 420                            | 181             | -2             |

<sup>a</sup>Indicates presses included in the group of those which published "five or more titles" during the calendar year 1935, according to The Publishers' Weekly.

<sup>b</sup>Names of presses followed by the superior character "b" are organizations which actually produced "five or more titles," and were reported as so doing in "The Weekly Record" of The Publishers' Weekly in its issues for 1935.

lishers' Weekly.

To detect unreported titles, a different plan was devised for locating the university press items. It was assumed that works which bore the date 1935 on their title-pages, which were copyrighted in 1935, or which were reported in official lists or in press catalogs as published in 1935, were actually issued in that year. The attempt was then made to compile a bibliography of all university press titles which conformed to these conditions, and thus to possess a file of all university press production, except official publications, for the calendar year 1935.

To pursue this object, additional bibliographical sources had to be selected. These were: the Catalog of Copyright Entries, Part 1, Group 1,<sup>1</sup> for 1935 and 1936; the Monthly Check-List of State Publications,<sup>2</sup> for 1935 and 1936; and The Publishers' Weekly,<sup>3</sup> backward into 1934, and forward into 1936, on the chance that titles might bear a pre-publication date, and that a normal delay in reporting would prevent the appearance of press titles in "The Weekly Record" for as much as four months.

The enlarged check of The Publishers' Weekly carried out in the procedure outlined above showed that the university presses actually published 623 titles which were dated 1935. The Catalog of Copyright Entries for 1935 and 1936 contained 438 titles published by university presses which were copyrighted within the calendar year 1935. The Monthly Check-List of State Publications for 1935 and 1936 listed 250 titles published by university presses and dated 1935.<sup>4</sup> After overlapping listings and duplications were eliminated, the total number of titles discovered as published by thirty-three presses proved to be 812.

From these figures, it appears that The Publishers' Weekly succeeds in reporting 623 out of 812 university press titles, or about three-fourths of the bibliographically reported total publication. If the Weekly does not report the remaining 189 titles, the fault probably lies with the university presses, which fail

---

<sup>1</sup>Op. cit.

<sup>2</sup>Op. cit.

<sup>3</sup>Op. cit.

<sup>4</sup>Processed materials were usually disregarded unless definite evidence was at hand that they were university press publications. At a few university presses, e.g., Texas, Oregon, and Columbia, the mimeograph department is administered by the manager of the university printing office or a division of the university press.

to send copies of their publications for report in "The Weekly Record." Some responsibility may rest with the Weekly, which might increase the number of bibliographies checked as sources, in order to provide the book trade and others with more reliable information than that now issued.

The extent to which these bibliographical sources overlap, as shown in Table 15, deserves attention. The Publishers' Weekly and the Catalog of Copyright Entries together report more titles than any other combination, for 368 titles were listed in each. Much below this was the combination of The Publishers' Weekly and the Monthly Check-List of State Publications, with only 51 titles reported in each. On the basis of this experience it might be said that the bibliographical ranges of the Weekly and the Check-List were almost exclusive. The Catalog of Copyright Entries and the Monthly Check-List were even more exclusive, for there were only four titles out of a possible 117 which were reported in both sources. These figures seem to be good evidence of the fact that many of the university press publications reported in the Monthly Check-List, and which were issued from state universities, were not copyrighted.

#### Periodicals Currently Published by American University Presses

Another measure of the activity of American university presses is their participation in the publication of periodicals as distinct from single titles, previously considered. American university presses may be credited with the printing or publication of ninety-two currently issued "scholarly" periodicals. This group of periodicals does not include journals which at one time or another have been produced by the presses, for the inclusion of such journals would have greatly enlarged the total number. Numerous "switches" would have had to be distinguished or explained, such as that of Terrestrial Magnetism and Atmospheric Electricity,<sup>1</sup> published during its first year by the University of Chicago Press (1896-1897), and afterwards by the University of Cincinnati (1897-1898), and the Johns Hopkins Press (1899--). In the ninety-two periodicals in the list of today (1937), no alumni, promotional, or official publications of the serial type were included.

---

<sup>1</sup>Terrestrial Magnetism and Atmospheric Electricity, Vol. I, No. 1, January, 1896--.

The journals recorded here are not all those which proceed from the campuses of university presses. Thus there are instances such as the Columbia Law Review,<sup>1</sup> which is not published by the Columbia University Press, and the Harvard Law Review,<sup>2</sup> which is not published by the Harvard University Press at the present time.

Even with these restrictions, the list is probably too inclusive. Thus the New England Quarterly,<sup>3</sup> although printed by the University Press at the University of Maine, can hardly be considered either a university or a press production except by reason of manufacture. At the University of Chicago the Elementary School Journal<sup>4</sup> and the School Review,<sup>5</sup> though printed by the University of Chicago Press, are not at present published (i.e., mailed and distributed) by the Press. It is a question whether the incident of manufacture is to determine inclusion or elimination of a given periodical. There are other instances, such as that of the Texas Law Review,<sup>6</sup> which is published from an endowment created by the Texas Bar, is edited by legal practitioners and teachers, and is under the immediate supervision of the School of Law of the University of Texas; but it is only printed by the University of Texas Press.<sup>7</sup> A somewhat similar situation obtains at the University of Oregon with the Oregon Law Review.<sup>8</sup>

The number of periodicals actually published by university presses is probably about seventy-eight, and the number printed by presses is about forty-seven. Some of these are both printed and published, but it is evident that thirty-one more journals

---

<sup>1</sup>Columbia Law Review, Vol. I, No. 1, 1901--November, 1918; February 1917--.

<sup>2</sup>Harvard Law Review, Vol. I, No. 1, April, 1887--.

<sup>3</sup>New England Quarterly, Vol. I, No. 1, January, 1928--.

<sup>4</sup>Elementary School Journal, Vol. I, No. 1, July, 1900--.

<sup>5</sup>School Review, Vol. I, No. 1, January, 1893--.

<sup>6</sup>Texas Law Review, Vol. I, No. 1, December, 1922--.

<sup>7</sup>Letter from Louise Barekman, Registrar of the University of Texas, dated June 18, 1938.

<sup>8</sup>Oregon Law Review, Vol. I, No. 1, April, 1921--; Publications of the University of Oregon, 1878-1937, p. 5.



TABLE 15

A COMPARISON OF SOURCES REPORTING AMERICAN UNIVERSITY  
PRESS TITLES PUBLISHED IN 1935

| University<br>Presses      | Publish-<br>ers'<br>Weekly |      | Copyright<br>Entries |      | Monthly<br>List of<br>State Pub-<br>lications |      | Titles<br>from<br>Reviews<br>1935-1937 |
|----------------------------|----------------------------|------|----------------------|------|-----------------------------------------------|------|----------------------------------------|
|                            | 1935                       | 1936 | 1935                 | 1936 | 1935                                          | 1936 |                                        |
| Clark . . . . .            | ..                         | ..   | 1                    | ..   | ..                                            | ..   | ..                                     |
| Columbia . . . . .         | 63                         | 3    | 57                   | 3    | ..                                            | ..   | ..                                     |
| Cornell . . . . .          | 6                          | ..   | 3                    | ..   | ..                                            | ..   | ..                                     |
| Duke . . . . .             | 6                          | 1    | 6                    | 1    | ..                                            | ..   | ..                                     |
| Fordham . . . . .          | 1                          | ..   | 2                    | ..   | ..                                            | ..   | ..                                     |
| Georgetown . . . . .       | 1                          | ..   | ..                   | ..   | ..                                            | ..   | ..                                     |
| G. Washington . . . . .    | ..                         | 2    | 1                    | ..   | ..                                            | ..   | ..                                     |
| Harvard . . . . .          | 81                         | 9    | 54                   | 3    | ..                                            | ..   | 2                                      |
| Johns Hopkins . . . . .    | 34                         | 7    | 29                   | 2    | ..                                            | ..   | ..                                     |
| Louisiana State . . . . .  | 7                          | ..   | 6                    | ..   | 6                                             | ..   | ..                                     |
| Loyola . . . . .           | 1                          | 2    | 3                    | ..   | ..                                            | ..   | ..                                     |
| Oglethorpe . . . . .       | ..                         | ..   | 1                    | ..   | ..                                            | ..   | ..                                     |
| Ohio State . . . . .       | 1                          | 1    | 2                    | ..   | 3                                             | ..   | ..                                     |
| Oklahoma Baptist . . . . . | ..                         | 1    | 2                    | ..   | ..                                            | ..   | ..                                     |
| Princeton . . . . .        | 12                         | 5    | 12                   | 2    | ..                                            | ..   | 1                                      |
| Stanford . . . . .         | 22                         | 2    | 20                   | ..   | ..                                            | ..   | 3                                      |
| U. California . . . . .    | 35                         | 11   | 12                   | 1    | 57                                            | 9    | 2                                      |
| U. Chicago . . . . .       | 81                         | 14   | 59                   | 19   | ..                                            | ..   | ..                                     |
| U. Illinois . . . . .      | 18                         | 4    | 1                    | ..   | 23                                            | ..   | 2                                      |
| U. Maine . . . . .         | 1                          | ..   | 1                    | ..   | 7                                             | 1    | ..                                     |
| U. Michigan . . . . .      | 15                         | 2    | 14                   | 1    | 51                                            | 5    | ..                                     |
| U. Minnesota . . . . .     | 21                         | 2    | 20                   | 1    | 12                                            | 3    | ..                                     |
| U. New Mexico . . . . .    | 2                          | 1    | ..                   | ..   | 12                                            | 1    | ..                                     |
| U. N. Carolina . . . . .   | 32                         | 4    | 32                   | 2    | 9                                             | 2    | 2                                      |
| U. Oklahoma . . . . .      | 8                          | 1    | 7                    | ..   | 3                                             | ..   | ..                                     |
| U. Oregon . . . . .        | 2                          | 2    | ..                   | ..   | 3                                             | 1    | ..                                     |
| U. Pennsylvania . . . . .  | 30                         | 5    | 27                   | ..   | ..                                            | ..   | 1                                      |
| U. So. Calif. . . . .      | 4                          | 4    | 8                    | 2    | ..                                            | ..   | ..                                     |
| U. Tennessee . . . . .     | ..                         | ..   | ..                   | ..   | 3                                             | ..   | ..                                     |
| U. Texas . . . . .         | ..                         | 1    | ..                   | ..   | 8                                             | 3    | ..                                     |
| U. Utah . . . . .          | ..                         | ..   | ..                   | ..   | 4                                             | 1    | ..                                     |
| U. Washington . . . . .    | 7                          | 3    | ..                   | ..   | 10                                            | 7    | ..                                     |
| Yale . . . . .             | 43                         | 1    | 20                   | 1    | ..                                            | ..   | ..                                     |
| Sub-totals . . . . .       | 534                        | 89   | 400                  | 38   | 217                                           | 33   | 11                                     |
| Totals . . . . .           | 623                        |      | 438                  |      | 250                                           |      | 11                                     |

TABLE 15--Continued

| 1935-1936<br>P.W. and<br>1935-1936<br>C.E.* | 1935-1936<br>P.W. and<br>1935-1936<br>M.L.S.P. | 1935-1936<br>C.E. and<br>1935-1936<br>M.L.S.P. | P.W., C.E.,<br>M.L.S.P.<br>1935-1936 |
|---------------------------------------------|------------------------------------------------|------------------------------------------------|--------------------------------------|
| ..                                          | ..                                             | ..                                             | ..                                   |
| 59                                          | ..                                             | ..                                             | ..                                   |
| 3                                           | ..                                             | ..                                             | ..                                   |
| 6                                           | ..                                             | ..                                             | ..                                   |
| 1                                           | ..                                             | ..                                             | ..                                   |
| ..                                          | ..                                             | ..                                             | ..                                   |
| ..                                          | ..                                             | ..                                             | ..                                   |
| 55                                          | ..                                             | ..                                             | ..                                   |
| 30                                          | ..                                             | ..                                             | ..                                   |
| 1                                           | 1                                              | ..                                             | ..                                   |
| 2                                           | ..                                             | ..                                             | 5                                    |
| ..                                          | ..                                             | ..                                             | ..                                   |
| 2                                           | ..                                             | ..                                             | ..                                   |
| 1                                           | ..                                             | ..                                             | ..                                   |
| 13                                          | ..                                             | ..                                             | ..                                   |
| 19                                          | ..                                             | ..                                             | ..                                   |
| 8                                           | 21                                             | ..                                             | 4                                    |
| 74                                          | ..                                             | ..                                             | ..                                   |
| ..                                          | 8                                              | 1                                              | ..                                   |
| ..                                          | ..                                             | ..                                             | 1                                    |
| 2                                           | 3                                              | 2                                              | 11                                   |
| 9                                           | 1                                              | 1                                              | 12                                   |
| ..                                          | 2                                              | ..                                             | ..                                   |
| 23                                          | 3                                              | ..                                             | 9                                    |
| 4                                           | ..                                             | ..                                             | 3                                    |
| ..                                          | 2                                              | ..                                             | ..                                   |
| 27                                          | ..                                             | ..                                             | ..                                   |
| 8                                           | ..                                             | ..                                             | ..                                   |
| ..                                          | ..                                             | ..                                             | ..                                   |
| ..                                          | 1                                              | ..                                             | ..                                   |
| ..                                          | ..                                             | ..                                             | ..                                   |
| ..                                          | 9                                              | ..                                             | ..                                   |
| 21                                          | ..                                             | ..                                             | ..                                   |
| 368                                         | 51                                             | 4                                              | 45                                   |
| 368                                         | 51                                             | 4                                              | 45                                   |

\*Abbreviations used in the stub headings are:  
 "P.W.," The Publishers' Weekly; "C.E.," Catalog  
of Copyright Entries; "M.L.S.P.," Monthly Check-  
List of State Publications.

are published by presses than are printed by them, thus showing that approximately one-third of the university-press periodicals are not printed by the presses.

The presses tend to publish more periodicals than they print. This has particular significance when it is noted that of the twenty-seven university presses which are concerned with these ninety-two periodicals, seventeen have printing plants connected with the activities of the presses, and ten do not.

Thus it may be concluded that although particular university presses, such as the University of Chicago Press, which publishes or prints nineteen journals, and the Johns Hopkins Press, which publishes or acts as agent for nine periodicals, are outstanding producers of scholarly journals, university presses as a whole do not engage in periodical publication, and when they do so, they prefer publishing to manufacture.

A further consideration of the periodicals published by university presses, from a qualitative standpoint, is reserved for Chapter VI.<sup>1</sup>

#### Participation of American University Presses in the "Fifty Books of the Year"

The typographical eminence of works published by university presses is a quantitative matter deserving discussion. Often it is said that books printed by university presses are, or should be, superior in format to those issued by commercial publishers. Since 1923, when the American Institute of Graphic Arts first held its exhibition of "Fifty Books of the Year," it has been possible to judge the accuracy of these assertions by means of the number of places won by university presses as compared with those won by general publishers.

The accompanying table (Table 16) shows the year-by-year and press-by-press successes in this bookmaking competition. The most successful year for the presses was 1925, when 32 per cent of the books chosen for inclusion were printed by or for university presses. The poorest years were 1932, with 4 per cent; 1923, with 6 per cent; and 1931, with 6 per cent. The average of university press success for the eighteen exhibitions held between 1923 and 1938 was 14.88 per cent. The presses placed 119 books

---

<sup>1</sup>See pp. 121-49.

TABLE 16

PARTICIPATION OF BOOKS MANUFACTURED BY AMERICAN UNIVERSITY PRESSES IN THE AMERICAN INSTITUTE  
OF GRAPHIC ARTS "FIFTY BOOKS OF THE YEAR" EXHIBITIONS, 1923-1937<sup>a</sup>

| Presses                              | 1923 <sup>b</sup> | 1924 | 1925 | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 | 1938 | Total |
|--------------------------------------|-------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|
| U. Michigan....                      | ..                | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 1    | 1     |
| Stanford.....                        | ..                | ..   | ..   | ..   | ..   | ..   | 1    | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 1     |
| U. Minnesota..                       | ..                | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 1    | 1    | 2     |
| U. California.                       | ..                | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 2    | ..   | 1    | 3     |
| New York.....                        | ..                | 1    | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | ..   | 1    | ..   | ..   | 1    | 1    | 4     |
| U. Pennsylvania                      | ..                | ..   | ..   | ..   | ..   | ..   | 1    | ..   | 1    | ..   | ..   | ..   | ..   | 1    | ..   | ..   | 3     |
| Columbia.....                        | ..                | ..   | ..   | 1    | 1    | ..   | ..   | ..   | ..   | ..   | ..   | 2    | 1    | 2    | 1    | ..   | 8     |
| Princeton.....                       | ..                | 3    | 5    | 1    | 1    | ..   | ..   | ..   | ..   | ..   | 1    | ..   | ..   | ..   | ..   | ..   | 11    |
| U. Chicago.....                      | ..                | ..   | 1    | 1    | 1    | 2    | 1    | 2    | ..   | 1    | 2    | 1    | ..   | 1    | ..   | ..   | 13    |
| Harvard.....                         | 1                 | 5    | 4    | 4    | 3    | 5    | 2    | 1    | 1    | ..   | 2    | ..   | 2    | 1    | 1    | 1    | 33    |
| Yale.....                            | 2                 | 4    | 6    | 2    | 3    | 3    | 4    | 3    | 1    | 1    | 1    | 3    | 2    | 1    | ..   | 4    | 40    |
| Total.....                           | 3                 | 13   | 16   | 9    | 9    | 10   | 9    | 6    | 3    | 2    | 6    | 7    | 5    | 8    | 4    | 9    | 119   |
| Per cent<br>per year <sup>c</sup> .. | 6                 | 26   | 32   | 18   | 18   | 20   | 18   | 12   | 6    | 4    | 12   | 14   | 10   | 16   | 8    | 18   | 14.88 |

<sup>a</sup>Compiled from the various exhibition catalogues. The only known complete list of the "Fifty Books of the Year" for the eighteen exhibitions, 1923-1938, may be found as a signature (unpaged) in The Annual of Bookmaking, 1927-1937 (New York: The Colophon, 1938).

<sup>b</sup>The date given is the year in which the exhibition was held. The exhibition for 1923 included books printed in 1922 and 1923, and the exhibition for 1924 included books printed in 1923 and 1924. Exhibitions held thereafter included books printed during the preceding calendar years.

<sup>c</sup>Average percentage.



out of a total of 800, or slightly more than one-eighth.

Only eleven university presses placed any books in the contests. Two of these presses placed only one book each, one placed two, two placed three, and one placed four. The presses placing the fewest books in the contests have had no printing plants and are of middle rank. Thus Michigan, Minnesota, New York University, Pennsylvania, and Columbia have no printing plants, although Stanford and California are well equipped. California did not enter its books until 1933, when it undertook a program of trade-book manufacture. The presses which were most successful, Princeton, Chicago, Harvard, and Yale, all have printing plants, and all these printing offices antedate the beginnings of the exhibitions in 1923.

It is therefore evident that a few of the larger and middle-sized university presses have been markedly successful in winning recognition for their book printing as shown by the Fifty Books Exhibition, and these few presses have been much more concerned with superior typographical production than any other similar group of publishers. The majority of university presses have either failed to submit their work to the judgments of the exhibitions, or do not produce work of a quality which would make success probable. The typographical supremacy of the university presses is in the hands of a few. If in this record, there were a tendency to include other presses than those in the eastern and western printing centers, it would demonstrate that typographical excellence is a matter of personnel and willingness to undertake the labor and expense, and is not necessarily a matter of localization, as it appears to be at present.

### Summary

This chapter has presented only a statistical analysis of the quantities of publishing done by university presses. Two aspects of this quantitative limitation should be emphasized. In the first place, no attempts have been made to deal with the question of the quality of the books produced by the university presses--a subject which will receive some consideration in the next chapter. In the second place, the amount of publishing done by university presses has been measured by the number of titles published rather than by the number of copies manufactured and distributed. In the interpretation of the data assembled in this

chapter, the obvious importance of these two points must be recognized.

Our knowledge of the place of university presses in American publishing depends largely upon the statistics provided by a book trade periodical, The Publishers' Weekly. Although these figures are commonly quoted, an item-by-item check shows them to be quite incomplete for a specimen year, and this degree of incompleteness is probably representative of all the years in the twenty-year period, 1918-1937.

The figures given annually by the Weekly, are, however, the only compiled source for such information. By these statistics, the place of the university presses is shown to have grown in importance--although the presses may more and more have seen the advantages of notifying the book trade of their publications. Probably both tendencies have taken place.

Publishing statistics for the period 1918-1937 show that there were three times as many active university presses and three times as many titles published at the end of the period as at its beginning. While the rate of total publishing has remained generally constant during these twenty years, the number of titles issued by university presses has increased nearly 200 per cent. The statistics used in this chapter show that university presses now publish 7 per cent of all new non-fiction titles, as compared with only 2 per cent in 1918.

In spite of these increases, the portion of titles published by presses is still small compared to that of the commercial publisher, and the sales of the presses undoubtedly remain at a level much below those of the general publisher. It is highly doubtful if university presses offer much serious competition to general publishers, although now and then a press title may sell well. General publishers still retain the lion's share of titles produced and sold, even in subject-fields in which presses publish most heavily.

An examination of the periodicals produced by presses shows that ninety-two are currently issued. Of these, seventy-eight are published by the presses, and forty-seven are printed by presses. The ninety-two periodicals do not include all those issued from university press campuses. When a press issues a periodical, the evidence tends to show that it does so reluctantly.

University presses have succeeded with relatively greater

success than general publishers in producing books of artistic format and superior typographical design. Eleven presses have succeeded in contests which enable an estimate to be made of such designing and technical manufacturing excellence.

Perhaps the most significant fact brought out in this chapter is the need for (1) a better system of bibliographical reporting than that now prevailing in the United States, or (2) the need for an academic bibliography which would report subject publications of learned institutions and bodies within a reasonable time. Only by some means of centralized or co-operative bibliographical effort can the world of scholarship hope to acquaint itself with the contributions of contemporaries, or the investigator of publishing expect to discuss critically movements within the industry.

## CHAPTER VI

### THE IMPORTANCE OF UNIVERSITY PRESS PUBLICATIONS MEASURED BY BOOK REVIEWS

The preceding chapter of this study has emphasized quantities in university press publication; the present chapter attempts to provide some measure of the quality of press publication in general and in the various subject fields. Once in possession of a list of the subject publications of American university presses for the calendar year 1935, it becomes possible to check the "scholarly" quality of these titles, and to determine the contribution of the presses to scholarly publishing for that year.

#### Book Reviews as a Measuring Stick for Press Publications

As indexes of the quality of publications, reviews are highly regarded because they reflect expert opinion. The reliance placed upon such compilations as The Book Review Digest<sup>1</sup> by book users and by book purchasers is generally recognized. The academic world also estimates the success or importance of its published contributions in terms of reviews received. Book sales are said to bear some relation to review notices, and recently the university presses complained that the slowness of learned journals in carrying reviews warranted the development of a speedier reviewing medium.

The nearest substitute for reviews as a gauge of value is the selected list based upon opinion, demand, use, sales, or similar criteria. It is rare for such lists to embrace more than particular fields of knowledge or special subjects if they include recent publications. When a comprehensive list such as that of

---

<sup>1</sup>The Book Review Digest (New York: The H. W. Wilson Company, 1905--).

<sup>2</sup>"University Presses Meet," The Publishers' Weekly, CXXXIII, No. 5 (January 29, 1938), 498.

Shaw<sup>1</sup> is compiled, the book titles must be from three to seven years old in order to win the recognition which marks them for inclusion. The Shaw list is designed for colleges, and is now out of date. There is no list of comparable scope which might be used to check the value of titles written at universities, nor one which might check the titles of university press publications.

The review, therefore, seems to provide the most widely accepted, the most immediate, the most representative, and the most available means of determining the quality of book titles. For these reasons, reviews were used in the present investigation as a measuring stick for university press publications.

Reviewing journals were selected because (1) they represented a subject-field, (2) they contained reviews in sufficient numbers to be of value, (3) they were of a non-popular character, (4) they were included in accepted lists of reviewing journals, and (5) they used the English language. Not all of the journals selected conform precisely to these requirements, since periodicals are extremely varied in format, editorial policy, and content.

Sixty-eight periodicals well distributed in various subject-fields were chosen from The Book Review Digest, A List of Books for College Libraries, "Book Reviewing Periodicals in Special Fields,"<sup>2</sup> and with the aid of authorities and independent investigation. The periodicals selected are listed in Table 17.

The extent to which the reviews in these journals included American university press titles published in 1935 was regarded as an index of the "scholarliness" of the titles. Thus, if a title were reviewed several times it might reasonably be considered to have been an important contribution. If a title were not reviewed at all, it might be regarded as of relatively small importance. No attempt was made to weigh the opinions of reviews as favorable or unfavorable. Inclusiveness was sought for, and

---

<sup>1</sup>Carnegie Corporation of New York, Advisory Group on College Libraries, A List of Books for College Libraries. Approximately 14,000 Titles Selected on the Recommendation of 200 College Teachers, Librarians and Other Advisers Prepared by Charles B. Shaw for the Carnegie Corporation of New York, Advisory Group on College Libraries, William Warner Bishop, Chairman (2d preliminary ed.; Chicago: American Library Association, 1931). Pp. xii + 810. 27 cm.

<sup>2</sup>"Book Reviewing Periodicals in Special Fields. A Study Made by the Students in Library Science 109, University of Michigan" (Pp. 8 [Hectographed], n.d.).



TABLE 17

## REVIEWS IN SIXTY-EIGHT SELECTED PERIODICALS FOR THE ISSUES OF THE CALENDAR YEARS 1935-37

| Periodicals                                                                 | Reviews of<br>1935<br>University<br>Press<br>Titles | Reviews of<br>Other<br>University<br>Press<br>Titles | Total<br>Reviews of<br>University<br>Press<br>Titles | Reviews of<br>All Other<br>Publishers'<br>Titles | Total<br>Reviews<br>of All<br>Titles | Percentage<br>Reviews of<br>Press Titles<br>Are of All<br>Reviews |
|-----------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|--------------------------------------------------|--------------------------------------|-------------------------------------------------------------------|
| American Anthropologist . . . . .                                           | 16                                                  | 43                                                   | 59                                                   | 221                                              | 280                                  | 21                                                                |
| American Economic Review . . . . .                                          | 44                                                  | 117                                                  | 161                                                  | 852                                              | 1,013                                | 16                                                                |
| American Historical Review . . . . .                                        | 71                                                  | 167                                                  | 238                                                  | 962                                              | 1,200                                | 20                                                                |
| American Journal of Archaeology . . . . .                                   | 15                                                  | 42                                                   | 57                                                   | 158                                              | 215                                  | 27                                                                |
| American Journal of Psychology . . . . .                                    | 4                                                   | 19                                                   | 23                                                   | 311                                              | 334                                  | 7                                                                 |
| American Journal of Public Health<br>and the Nation's Health . . . . .      | 11                                                  | 9                                                    | 20                                                   | 404                                              | 424                                  | 5                                                                 |
| American Journal of Sociology . . . . .                                     | 40                                                  | 132                                                  | 172                                                  | 658                                              | 830                                  | 21                                                                |
| American Literature . . . . .                                               | 14                                                  | 55                                                   | 69                                                   | 278                                              | 347                                  | 20                                                                |
| American Magazine of Art . . . . .                                          | 5                                                   | 7                                                    | 12                                                   | 113                                              | 125                                  | 10                                                                |
| American Mathematical Monthly . . . . .                                     | 2                                                   | 1                                                    | 3                                                    | 110                                              | 113                                  | 3                                                                 |
| American Political Science Review . . . . .                                 | 77                                                  | 153                                                  | 230                                                  | 816                                              | 1,046                                | 22                                                                |
| Annals of the American Academy of<br>Political and Social Science . . . . . | 76                                                  | 171                                                  | 247                                                  | 807                                              | 1,054                                | 23                                                                |
| Architecture . . . . .                                                      | 9                                                   | 14                                                   | 23                                                   | 263                                              | 286                                  | 8                                                                 |
| Botanical Gazette . . . . .                                                 | 4                                                   | 2                                                    | 6                                                    | 89                                               | 95                                   | 6                                                                 |
| Burlington Magazine . . . . .                                               | 11                                                  | 12                                                   | 23                                                   | 391                                              | 414                                  | 5                                                                 |
| Canadian Historical Review . . . . .                                        | 10                                                  | 23                                                   | 33                                                   | 248                                              | 281                                  | 12                                                                |
| Catholic World . . . . .                                                    | 19                                                  | 26                                                   | 45                                                   | 788                                              | 833                                  | 5                                                                 |
| Chemical and Metallurgical<br>Engineering . . . . .                         | 1                                                   | 2                                                    | 3                                                    | 283                                              | 286                                  | 1                                                                 |
| Christian Century . . . . .                                                 | 49                                                  | 83                                                   | 132                                                  | 1,398                                            | 1,530                                | 9                                                                 |
| Classical Philology . . . . .                                               | 10                                                  | 18                                                   | 28                                                   | 126                                              | 154                                  | 18                                                                |
| Classical Review . . . . .                                                  | 26                                                  | 42                                                   | 68                                                   | 667                                              | 735                                  | 9                                                                 |
| Columbia Law Review . . . . .                                               | 8                                                   | 14                                                   | 22                                                   | 149                                              | 171                                  | 13                                                                |
| Crozer Quarterly . . . . .                                                  | 18                                                  | 56                                                   | 74                                                   | 614                                              | 688                                  | 11                                                                |
| Current History . . . . .                                                   | 15                                                  | 31                                                   | 46                                                   | 649                                              | 695                                  | 7                                                                 |

TABLE 17--Continued

| Periodicals                                           | Reviews of<br>1935<br>University<br>Press<br>Titles | Reviews of<br>Other<br>University<br>Press<br>Titles | Total<br>Reviews of<br>University<br>Press<br>Titles | Reviews of<br>All Other<br>Publishers'<br>Titles | Total<br>Reviews<br>of All<br>Titles | Percentage<br>Reviews of<br>Press Titles<br>Are of All<br>Reviews |
|-------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|--------------------------------------------------|--------------------------------------|-------------------------------------------------------------------|
| Economist . . . . .                                   | 5                                                   | 6                                                    | 11                                                   | 540                                              | 551                                  | 20                                                                |
| Elementary School Journal . . . . .                   | 6                                                   | 13                                                   | 19                                                   | 192                                              | 211                                  | 9                                                                 |
| Engineering News-Record . . . . .                     | 3                                                   | 21                                                   | 24                                                   | 356                                              | 380                                  | 6                                                                 |
| English Historical Review . . . . .                   | 25                                                  | 50                                                   | 75                                                   | 717                                              | 792                                  | 9                                                                 |
| Foreign Affairs . . . . .                             | 33                                                  | 82                                                   | 115                                                  | 2,083                                            | 2,198                                | 5                                                                 |
| Geographical Review . . . . .                         | 8                                                   | 15                                                   | 23                                                   | 185                                              | 208                                  | 11                                                                |
| Germanic Review . . . . .                             | 5                                                   | 8                                                    | 13                                                   | 120                                              | 133                                  | 10                                                                |
| Harvard Business Review . . . . .                     | 10                                                  | 2                                                    | 12                                                   | 135                                              | 147                                  | 8                                                                 |
| Harvard Law Review . . . . .                          | 16                                                  | 30                                                   | 46                                                   | 248                                              | 294                                  | 15                                                                |
| Industrial and Engineering<br>Chemistry . . . . .     | 4                                                   | 9                                                    | 13                                                   | 397                                              | 410                                  | 3                                                                 |
| International Journal of Ethics . . . . .             | 14                                                  | 30                                                   | 44                                                   | 198                                              | 242                                  | 18                                                                |
| Journal of Applied Psychology . . . . .               | 3                                                   | 5                                                    | 8                                                    | 73                                               | 81                                   | 10                                                                |
| Journal of Geography . . . . .                        | 7                                                   | 11                                                   | 18                                                   | 72                                               | 90                                   | 20                                                                |
| Journal of Geology . . . . .                          | 2                                                   | 10                                                   | 12                                                   | 144                                              | 156                                  | 8                                                                 |
| Journal of Home Economics . . . . .                   | 19                                                  | 36                                                   | 55                                                   | 541                                              | 596                                  | 9                                                                 |
| Journal of Philosophy . . . . .                       | 11                                                  | 30                                                   | 41                                                   | 465                                              | 506                                  | 8                                                                 |
| Journal of Physical Chemistry . . . . .               | 1                                                   | 7                                                    | 8                                                    | 178                                              | 186                                  | 4                                                                 |
| Journal of Political Economy . . . . .                | 29                                                  | 61                                                   | 90                                                   | 270                                              | 360                                  | 25                                                                |
| Journal of Religion . . . . .                         | 11                                                  | 44                                                   | 55                                                   | 531                                              | 586                                  | 9                                                                 |
| Journal of the American Chemical<br>Society . . . . . | 2                                                   | 8                                                    | 10                                                   | 259                                              | 269                                  | 4                                                                 |
| Library Journal . . . . .                             | 8                                                   | 8                                                    | 16                                                   | 116                                              | 132                                  | 12                                                                |
| Library Quarterly . . . . .                           | 14                                                  | 21                                                   | 35                                                   | 221                                              | 256                                  | 13                                                                |
| Management Review . . . . .                           | 13                                                  | 27                                                   | 40                                                   | 363                                              | 403                                  | 10                                                                |
| Modern Language Notes . . . . .                       | 44                                                  | 88                                                   | 132                                                  | 398                                              | 530                                  | 25                                                                |
| Modern Language Review . . . . .                      | 40                                                  | 76                                                   | 116                                                  | 495                                              | 611                                  | 19                                                                |
| Modern Philology . . . . .                            | 21                                                  | 22                                                   | 43                                                   | 102                                              | 145                                  | 29                                                                |
| Nature . . . . .                                      | 23                                                  | 35                                                   | 58                                                   | 1,687                                            | 1,745                                | 3                                                                 |

TABLE 17--Continued

| Periodicals                           | Reviews of<br>1935<br>University<br>Press<br>Titles | Reviews of<br>Other<br>University<br>Press<br>Titles | Total<br>Reviews of<br>University<br>Press<br>Titles | Reviews of<br>All Other<br>Publishers'<br>Titles | Total<br>Reviews<br>of All<br>Titles | Percentage<br>Reviews of<br>Press Titles<br>Are of All<br>Reviews |
|---------------------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|--------------------------------------------------|--------------------------------------|-------------------------------------------------------------------|
| New England Quarterly . . . . .       | 16                                                  | 54                                                   | 70                                                   | 196                                              | 266                                  | 26                                                                |
| Pacific Affairs . . . . .             | 12                                                  | 21                                                   | 33                                                   | 243                                              | 276                                  | 12                                                                |
| Political Science Quarterly . . . . . | 17                                                  | 35                                                   | 52                                                   | 260                                              | 312                                  | 17                                                                |
| Popular Astronomy . . . . .           | 4                                                   | 8                                                    | 12                                                   | 85                                               | 97                                   | 12                                                                |
| Review of English Studies . . . . .   | 12                                                  | 34                                                   | 46                                                   | 128                                              | 174                                  | 26                                                                |
| Romanic Review . . . . .              | 10                                                  | 22                                                   | 32                                                   | 336                                              | 368                                  | 9                                                                 |
| School Arts Magazine . . . . .        | 2                                                   | 1                                                    | 3                                                    | 108                                              | 111                                  | 3                                                                 |
| School Review . . . . .               | 23                                                  | 19                                                   | 42                                                   | 199                                              | 241                                  | 17                                                                |
| Science . . . . .                     | 11                                                  | 13                                                   | 24                                                   | 163                                              | 187                                  | 13                                                                |
| Social Studies . . . . .              | 18                                                  | 18                                                   | 36                                                   | 325                                              | 361                                  | 10                                                                |
| Special Libraries . . . . .           | 44                                                  | 74                                                   | 118                                                  | 854                                              | 972                                  | 12                                                                |
| Survey . . . . .                      | 27                                                  | 59                                                   | 86                                                   | 418                                              | 504                                  | 17                                                                |
| Survey Graphic . . . . .              | 15                                                  | 31                                                   | 46                                                   | 472                                              | 518                                  | 9                                                                 |
| Technical Books of 1935 . . . . .     | 1                                                   | 105                                                  | 1                                                    | 99                                               | 100                                  | 1                                                                 |
| Technical Book Review Index . . . . . | 57                                                  | 7                                                    | 162                                                  | 8,231                                            | 8,393                                | 2                                                                 |
| Theatre Arts Monthly . . . . .        | 6                                                   | 13                                                   | 13                                                   | 201                                              | 214                                  | 6                                                                 |
| Yale Law Review . . . . .             | 12                                                  | 13                                                   | 25                                                   | 101                                              | 126                                  | 20                                                                |
| Totals . . . . .                      | 1,219                                               | 2,508                                                | 3,727                                                | 34,860                                           | 38,587                               | 10                                                                |

minor reviewing sections in the various journals were considered in the same light as the fuller criticisms.

The book reviews contained in all issues of each of the sixty-eight periodicals published within the calendar years 1935, 1936, and 1937 were checked. The books reviewed were classified in three general groups: (1) the publications of the American university presses issued in the calendar year of 1935, (2) the publications of American university presses of other dates than 1935, and (3) the publications of all other publishers, including those of the Oxford University Press and the Cambridge University Press.

The remainder of this chapter is devoted to a detailed description of the results of the investigation outlined in general terms in the preceding paragraphs. The material presented is arranged in three main divisions: (1) reviewing of press titles compared with reviewing of other titles, (2) analysis of reviews by subject matter of titles, and (3) analysis by presses of the reviews of university press titles published in 1935.

#### Reviewing of Press Titles Compared with Reviewing of Other Titles

In the three years' period, 1935-1937, the sixty-eight periodicals contained 38,587 reviews. The 812 university press titles published in 1935 received 1,219 reviews. University press titles of other publication dates than 1935 received 2,508 reviews, giving a total of 3,727 reviews for all university press titles during that period. Titles published by all other publishers received 34,860 reviews.

From these figures it will be seen that American university press titles of whatever publication date received almost 10 per cent of the reviews given to subject publications in a three years' period by the sixty-eight reviewing media. It should be borne in mind that certain British periodicals were among the sixty-eight journals and also that many foreign titles were reviewed in these journals. The 10 per cent review rating given to the university presses is, therefore, 10 per cent for the publications of about forty university publishers,<sup>1</sup> as contrasted with

---

<sup>1</sup>The exact number of university presses whose publications were reviewed in the 68 journals during the three years, 1935-1937, was not checked. In 1935, 33 presses published titles which were included among the 812 items used in checking reviews.

90 per cent for all other publishers, American and foreign.

It is not entirely fair, however, to compare American university presses with a world output; their sales, publications, and purposes are overwhelmingly domestic.<sup>1</sup> If, therefore, the reviews received by the university-press titles are compared with the reviews received by domestic publishers of non-fiction, their relative importance as publishers will be more genuinely reflected.

The estimated proportion<sup>2</sup> of foreign title reviews found among the 38,598 was 13,250. The number of reviews accorded domestic publishers' titles was thus approximately 21,600. Of this total, the number of reviews of university-press titles was 3,727. The American university presses thus received slightly more than 17 per cent of all the reviews given to American publishers' titles during the three-year period, 1935-1937. Thus, the ratio between reviews received and titles published is higher for university presses than for general publishers. As shown in Table 18, this ratio is 17 to 11 in favor of the university presses.

TABLE 18

THE NUMBER OF TITLES PUBLISHED AND REVIEWS RECEIVED IN 1935-37  
BY UNIVERSITY PRESSES AND BY OTHER PUBLISHERS

| Titles and Reviews                        | University<br>Presses | Other<br>Publishers |
|-------------------------------------------|-----------------------|---------------------|
| Non-fiction titles published, 1935-37 . . | 1,800*                | 14,660              |
| Percentage of all titles published . . .  | 11                    | 89                  |
| Reviews of non-fiction titles, 1935-37 .  | 3,727                 | 21,600*             |
| Percentage of all reviews . . . . .       | 17                    | 83                  |
| Average number of reviews per title . . . | 2.1                   | 1.5                 |

\*Estimated.

We do not know, however, the relative importance in terms of reviews received, of titles published by (1) the general publisher, and (2) the university presses; but it is possible to

<sup>1</sup>E.g., the foreign sales of the University of Chicago Press through agents and direct sale are approximately 3 per cent or less of the total volume.

<sup>2</sup>The estimated proportion of foreign reviews was reached by counting the number of foreign title reviews in one year's issues of each of the 68 periodicals and multiplying by three.



arrive at some significant conclusions.

From the preceding chapter it was learned that The Publishers' Weekly listed 599 university-press titles in 1935. It may be estimated that the presses issued three times this number of titles in the three years, 1935-1937, or practically 1,800 titles. The Publishers' Weekly, through its annual summary numbers<sup>1</sup> for these same years, reported a total title production for all publishers of 30,114. If new editions (not often reviewed), fiction, juvenile, and university-press titles, a total of 10,111, are subtracted from 30,114, the total non-fiction titles published by domestic publishers during the three years' period was 14,660. If it is assumed that the same proportion of omissions apply equally to non-fiction titles and to university-press titles as reported in The Publishers' Weekly, a comparison of the title production and the reviews received by the presses and general publishers may be made.

Thus the number of titles produced by commercial publishers was 14,660, and the number of reviews of these titles in the reviewing periodicals was 21,602, or approximately 1.5 reviews per title. The number of titles produced by university presses was 1,800, and the number of reviews of these titles was 3,727, or 2.1 reviews per title. Although general publishers issued 89 per cent of all non-fiction published, and received 83 per cent of the reviews, university presses issued 11 per cent of all non-fiction titles published and received 17 per cent of the reviews. The average, therefore, of book-reviews-per-title for university-press publications is approximately 40 per cent greater than the book reviewing ratio of the general domestic publisher of non-fiction. Measured by reviews, therefore, the university presses are the most effective group of publishers. (See Table 18.)

#### Analysis of Reviews by Subject Matter of Titles

The discussion of reviews thus far has been limited to their quantitative aspects. The present section, therefore, will be concerned with the reviews in different subject fields discussed under: (1) analysis of reviews by subjects for all publishers, 1935-1937, (2) analysis of reviews by subjects for

---

<sup>1</sup>The Publishers' Weekly, CXXIX, No. 3 (January 18, 1936), 213; CXXXI, No. 3 (January 16, 1937), 223; and CXXXIII, No. 3 (January 15, 1938), 210.

university-press titles, 1935-1937, (3) analysis of reviews by subjects for university-press titles published in 1935.

In order to proceed with a distribution of the reviews in various subjects it was necessary to prepare a classification based upon the subjects taught in universities. Although independently conceived, the classification adopted was to some degree modified by certain standard schemes, among them the Library of Congress Classification and that adopted by Shaw.<sup>1</sup> This classification is shown in Table 19, and consists of thirty-four subjects under three main divisions: Humanities, Social Sciences, and Science.

Analysis of Reviews by Subjects for All Publishers, 1935-1937.--The number of reviews of all titles issued by all publishers divide themselves roughly into thirds, with a slight ascending frequency from Humanities to Science. In Humanities the titles of all publishers received 11,966 reviews, in Social Science 12,471, and in Science 14,150.<sup>2</sup> In Humanities the most frequent reviews were received by Religion with 3,637, followed by History with 3,234. None of the other ten subjects received much more than one-fourth as many reviews as Religion and History.

In the Social Sciences, Political Science led in number of reviews received, with 2,772, followed by International Relations with 2,474, Sociology with 1,709, Economics with 1,564, and Library Science with 1,360. The five remaining subjects received less than 600 reviews each.

In Science, Technical Books produced the most reviews, 8,680, with Biology next with 1,745. Other subjects in this division received less than 1,000 reviews each.

Nearly half the reviews in the Humanities are accounted for by two subjects, Religion and History. In the Social Sciences, the inequality between subjects reviewed is less than in any of the other three divisions, for five of the ten subjects account for three-fourths of the reviews. In Science, Technical Books received slightly less than three-fourths of the reviews, with Biology a poor second. In spite of these great differences be-

---

<sup>1</sup>A List of Books for College Libraries.

<sup>2</sup>The heavy weighting in favor of Science is accounted for by the 8,680 reviews in the subject classification of Technical Books.

TABLE 19  
REVIEWS IN SIXTY-EIGHT SELECTED PERIODICALS, 1935-1937, ARRANGED BY SUBJECTS

| Subjects                    | Reviews of<br>1935<br>University<br>Press<br>Titles | Reviews of<br>Other<br>University<br>Press<br>Titles | Total<br>Reviews of<br>University<br>Press<br>Titles | Reviews of<br>All Other<br>Publishers'<br>Titles | Total<br>Reviews of<br>All Titles | Percentage<br>Reviews of<br>Press Titles<br>Are of All<br>Reviews |
|-----------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|--------------------------------------------------|-----------------------------------|-------------------------------------------------------------------|
| <b>Humanities:</b>          |                                                     |                                                      |                                                      |                                                  |                                   |                                                                   |
| Architecture . . . . .      | 9                                                   | 14                                                   | 23                                                   | 263                                              | 286                               | 8                                                                 |
| Art . . . . .               | 18                                                  | 20                                                   | 38                                                   | 612                                              | 650                               | 6                                                                 |
| Classics . . . . .          | 36                                                  | 60                                                   | 96                                                   | 793                                              | 889                               | 11                                                                |
| Drama . . . . .             | 6                                                   | 7                                                    | 13                                                   | 201                                              | 214                               | 6                                                                 |
| English . . . . .           | 26                                                  | 89                                                   | 115                                                  | 406                                              | 521                               | 22                                                                |
| Germanics . . . . .         | 5                                                   | 8                                                    | 13                                                   | 120                                              | 133                               | 9                                                                 |
| History . . . . .           | 137                                                 | 326                                                  | 462                                                  | 2,772                                            | 3,234                             | 14                                                                |
| Modern Languages . . . . .  | 40                                                  | 76                                                   | 116                                                  | 495                                              | 611                               | 19                                                                |
| Philology . . . . .         | 65                                                  | 110                                                  | 175                                                  | 500                                              | 675                               | 26                                                                |
| Philosophy . . . . .        | 25                                                  | 60                                                   | 85                                                   | 663                                              | 748                               | 11                                                                |
| Romance Languages . . . . . | 10                                                  | 22                                                   | 32                                                   | 336                                              | 368                               | 9                                                                 |
| Religion . . . . .          | 97                                                  | 208                                                  | 306                                                  | 3,331                                            | 3,637                             | 8                                                                 |
| Sub-total . . . . .         | 474                                                 | 1,000                                                | 1,474                                                | 10,492                                           | 11,966                            | 12                                                                |
| <b>Social Sciences:</b>     |                                                     |                                                      |                                                      |                                                  |                                   |                                                                   |
| Anthropology . . . . .      | 31                                                  | 85                                                   | 116                                                  | 379                                              | 495                               | 23                                                                |
| Business . . . . .          | 23                                                  | 29                                                   | 52                                                   | 498                                              | 550                               | 9                                                                 |
| Economics . . . . .         | 49                                                  | 123                                                  | 172                                                  | 1,392                                            | 1,564                             | 11                                                                |
| Education . . . . .         | 29                                                  | 32                                                   | 61                                                   | 391                                              | 452                               | 14                                                                |
| Law . . . . .               | 36                                                  | 57                                                   | 93                                                   | 498                                              | 591                               | 16                                                                |
| Library Science . . . . .   | 66                                                  | 103                                                  | 169                                                  | 1,191                                            | 1,360                             | 13                                                                |
| Political Science . . . . . | 199                                                 | 420                                                  | 619                                                  | 2,153                                            | 2,772                             | 22                                                                |
| Social Service . . . . .    | 27                                                  | 59                                                   | 86                                                   | 418                                              | 504                               | 17                                                                |
| Sociology . . . . .         | 73                                                  | 181                                                  | 254                                                  | 1,455                                            | 1,709                             | 15                                                                |
| International Relations     | 45                                                  | 103                                                  | 148                                                  | 2,326                                            | 2,474                             | 6                                                                 |
| Sub-total . . . . .         | 578                                                 | 1,192                                                | 1,770                                                | 10,701                                           | 12,471                            | 14                                                                |

TABLE 19--Continued

| Subjects                  | Reviews of<br>1935<br>University<br>Press<br>Titles | Reviews of<br>Other<br>University<br>Press<br>Titles | Total<br>Reviews of<br>University<br>Press<br>Titles | Reviews of<br>All Other<br>Publishers'<br>Titles | Total<br>Reviews of<br>All Titles | Percentage<br>Reviews of<br>Press Titles<br>Are of All<br>Reviews |
|---------------------------|-----------------------------------------------------|------------------------------------------------------|------------------------------------------------------|--------------------------------------------------|-----------------------------------|-------------------------------------------------------------------|
| Science:                  |                                                     |                                                      |                                                      |                                                  |                                   |                                                                   |
| Astronomy . . . . .       | 4                                                   | 8                                                    | 12                                                   | 85                                               | 97                                | 12                                                                |
| Biology . . . . .         | 23                                                  | 35                                                   | 58                                                   | 1,687                                            | 1,745                             | 3                                                                 |
| Botany . . . . .          | 4                                                   | 2                                                    | 6                                                    | 89                                               | 95                                | 6                                                                 |
| Chemistry . . . . .       | 7                                                   | 24                                                   | 31                                                   | 834                                              | 865                               | 4                                                                 |
| Engineering . . . . .     | 4                                                   | 23                                                   | 27                                                   | 639                                              | 666                               | 4                                                                 |
| Geography . . . . .       | 15                                                  | 26                                                   | 41                                                   | 257                                              | 298                               | 14                                                                |
| Geology . . . . .         | 2                                                   | 10                                                   | 12                                                   | 144                                              | 156                               | 8                                                                 |
| Home Economics . . . . .  | 19                                                  | 36                                                   | 55                                                   | 541                                              | 596                               | 9                                                                 |
| Mathematics . . . . .     | 2                                                   | 1                                                    | 3                                                    | 110                                              | 113                               | 3                                                                 |
| Medicine . . . . .        | 11                                                  | 9                                                    | 20                                                   | 404                                              | 424                               | 5                                                                 |
| Psychology . . . . .      | 7                                                   | 24                                                   | 31                                                   | 784                                              | 815                               | 8                                                                 |
| Technical Books . . . . . | 69                                                  | 118                                                  | 187                                                  | 8,493                                            | 8,680                             | 2                                                                 |
| Sub-total . . . . .       | 167                                                 | 316                                                  | 483                                                  | 13,667                                           | 14,150                            | 3                                                                 |
| Grand total . . . . .     | 1,219                                               | 2,508                                                | 3,727                                                | 34,860                                           | 38,587                            | 10                                                                |

tween subjects in the divisions of Humanities, Social Sciences, and Science, the number of reviews received by each division as a whole distributed themselves almost equally into thirds.

On the basis of reviews as a criterion for contributions, it must be evident that subjects such as Technical Books, Religion, History, Political Science, and International Relations, with a review total of 20,797, or more than half of all reviews noted in the journals, are currently receiving the most important scholarly attention. Two of these subjects, Religion and History, are traditional; two, Technical Books and International Relations, are relatively new.

Analysis of Reviews by Subjects for University-Press Titles, 1935-1937.---In the reviews accorded university-press titles (Table 19, second and third columns) either for 1935, or for all three years, 1935-1937, a quite different picture is apparent. The total reviews of university-press titles for all three years in the division of the Humanities was 1,474, for Social Sciences 1,770, and for Science 483. The total reviews of university-press titles for 1935 (Table 19) in the division of Humanities was 474, in Social Sciences 578, and in Science 167. On the whole, whether the reviews for all three years, or the reviews received by the titles published in 1935 alone are considered, the most reviews were received in Social Sciences, followed by the Humanities, and with a marked drop in the Sciences.

In the Humanities the subject which received the most reviews for all three years was History, and the next in rank was Religion. In the Social Sciences the outstanding subject reviewed was Political Science, with Sociology much less frequently reviewed. In Science, Technical Books led, with three times as many reviews as Biology.

As we have seen, the leading subjects in which the books of general publishers were reviewed were Technical Books, Religion History, Political Science, and International Relations. From the evidence assembled, the university-press subjects which were most reviewed were Political Science, History, Religion, Sociology, and Technical Books. The three subjects most reviewed which were common to all publishers and to the university presses were Religion, History, and Technical Books; but the university presses received fewest reviews in the fields of science, in which the general publishers received the most.



Analysis of Reviews by Subjects for University Press

Titles Published in 1935.--Consideration is next given to the effectiveness of university-press titles alone in terms of the number of titles published, the number of titles reviewed, the number of reviews, the percentage of titles published which received reviews, and the average number of reviews received per title. The essential data covering these points are exhibited in Table 20.

The number of titles published by the presses in each of the three divisions of the Humanities, the Social Sciences, and Science was approximately equal, each division accounting for about one-third of the total of 812 titles. Humanities accounted for 274 titles, Social Sciences for 294 titles, and Science for 244 titles. In the Humanities the most frequently published titles were in History with 81 and English with 64. In the Social Sciences, the most frequently published titles were in Economics with 79 and Education with 50. In Science, the most frequently published titles were in Zoölogy with 48 and Botany with 28.

Of the 274 titles published in Humanities, 188 were reviewed, and History led with 60 of its 81 titles reviewed. Of the 294 titles published in Social Sciences, 194 received reviews, and Economics led with 59 of its 79 titles reviewed. Of the 244 titles published in Science, 67 were reviewed, and Medicine led with 14 of its 26 titles reviewed. Although the university presses published almost an equal number of titles in the three divisions, they issued their most reviewed titles in Humanities, where 69 per cent were reviewed, and in Social Sciences, where 66 per cent were reviewed. They were least effective in Science, where only 27 per cent of their titles were reviewed.

One hundred and eighty-eight, or 69 per cent, of the titles in the Humanities received 486 reviews, an average of 1.77 reviews per title. One hundred and ninety-four, or 66 per cent, of the titles in the Social Sciences received 574 reviews, an average of 1.95 reviews per title. Sixty-seven, or 27 per cent, of the titles in Science received 159 reviews, an average of .65 reviews per title. Again, publications in the field of Science received relatively little consideration.

Table 20 also shows that not only were the number of titles published in each of the subjects within the divisions varied, as within the division of Humanities, where two titles were published in Architecture and 81 titles were published in

TABLE 20

AMERICAN UNIVERSITY PRESS TITLES OF 1935 ARRANGED TO COMPARE BY SUBJECTS THE NUMBER OF TITLES PUBLISHED, THE NUMBER OF TITLES REVIEWED, AND THE NUMBER OF REVIEWS RECEIVED

| Subjects                           | Titles<br>Pub-<br>lished | Titles<br>Re-<br>viewed | Number<br>of<br>Reviews | Percent-<br>age<br>Reviewed | Average<br>Number of<br>Reviews<br>per Title |
|------------------------------------|--------------------------|-------------------------|-------------------------|-----------------------------|----------------------------------------------|
| <b>Humanities:</b>                 |                          |                         |                         |                             |                                              |
| Architecture . . . .               | 2                        | 1                       | 2                       | 50                          | 1.00                                         |
| Art . . . . .                      | 10                       | 7                       | 13                      | 70                          | 1.30                                         |
| Classics . . . . .                 | 26                       | 20                      | 32                      | 77                          | 1.23                                         |
| Drama . . . . .                    | 14                       | 11                      | 26                      | 78                          | 1.85                                         |
| English . . . . .                  | 64                       | 44                      | 97                      | 68                          | 1.51                                         |
| Germanics . . . . .                | 4                        | 3                       | 10                      | 75                          | 2.50                                         |
| History . . . . .                  | 81                       | 60                      | 203                     | 74                          | 2.50                                         |
| Modern Languages . .               | 4                        | 3                       | 3                       | 75                          | 0.75                                         |
| Music . . . . .                    | 4                        | 1                       | 1                       | 25                          | 0.25                                         |
| Oriental Languages                 | 13                       | 5                       | 7                       | 38                          | 0.54                                         |
| Philology . . . . .                | 4                        | ..                      | ..                      | ..                          | ..                                           |
| Philosophy . . . . .               | 14                       | 11                      | 34                      | 78                          | 2.43                                         |
| Romance Languages                  | 11                       | 8                       | 15                      | 73                          | 1.36                                         |
| Religion . . . . .                 | 23                       | 14                      | 43                      | 60                          | 1.87                                         |
| Sub-total . . . .                  | 274                      | 188                     | 486                     | 69                          | 1.77                                         |
| <b>Social Sciences:</b>            |                          |                         |                         |                             |                                              |
| Anthropology . . . .               | 29                       | 19                      | 36                      | 65                          | 1.24                                         |
| Business . . . . .                 | 15                       | 9                       | 20                      | 60                          | 1.33                                         |
| Economics . . . . .                | 79                       | 59                      | 192                     | 75                          | 2.43                                         |
| Education . . . . .                | 50                       | 24                      | 43                      | 50                          | 0.86                                         |
| Law . . . . .                      | 8                        | 7                       | 21                      | 87                          | 2.62                                         |
| Library Science . .                | 6                        | 5                       | 28                      | 83                          | 4.66                                         |
| Political Science                  | 42                       | 29                      | 95                      | 69                          | 2.26                                         |
| Social Service . . .               | 8                        | 6                       | 17                      | 75                          | 2.12                                         |
| Sociology . . . . .                | 25                       | 19                      | 48                      | 76                          | 1.92                                         |
| International<br>Relations . . . . | 21                       | 14                      | 61                      | 66                          | 2.90                                         |
| General Works . . .                | 11                       | 3                       | 13                      | 27                          | 1.18                                         |
| Sub-total . . . .                  | 294                      | 194                     | 574                     | 66                          | 1.95                                         |
| <b>Science:</b>                    |                          |                         |                         |                             |                                              |
| Astronomy . . . . .                | 19                       | 4                       | 12                      | 21                          | 0.63                                         |
| Biology . . . . .                  | 9                        | 4                       | 8                       | 44                          | 0.88                                         |
| Bio-Chemistry . . .                | 1                        | 1                       | 7                       | 100                         | 7.00                                         |
| Botany . . . . .                   | 28                       | 5                       | 16                      | 18                          | 0.57                                         |
| Chemistry . . . . .                | 6                        | 4                       | 8                       | 66                          | 1.33                                         |
| Engineering . . . .                | 24                       | 3                       | 3                       | 13                          | 0.12                                         |
| Geography . . . . .                | 12                       | 8                       | 19                      | 66                          | 1.58                                         |
| Geology and<br>Paleontology . .    | 19                       | 4                       | 5                       | 21                          | 0.26                                         |
| Home Economics . .                 | 3                        | 1                       | 5                       | 33                          | 1.66                                         |
| Mathematics . . . .                | 4                        | 3                       | 9                       | 75                          | 2.25                                         |

TABLE 20--Continued

| Subjects                     | Titles<br>Pub-<br>lished | Titles<br>Re-<br>viewed | Number<br>of<br>Reviews | Percent-<br>age<br>Reviewed | Average<br>Number of<br>Reviews<br>per Title |
|------------------------------|--------------------------|-------------------------|-------------------------|-----------------------------|----------------------------------------------|
| <u>Science (cont.):</u>      |                          |                         |                         |                             |                                              |
| Medicine . . . . .           | 26                       | 14                      | 32                      | 54                          | 1.23                                         |
| Physical Education . . . . . | 1                        | 1                       | 1                       | 100                         | 1.00                                         |
| Physics . . . . .            | 4                        | 2                       | 5                       | 50                          | 1.25                                         |
| Psychology . . . . .         | 19                       | 11                      | 24                      | 58                          | 1.26                                         |
| Technical Books . . . . .    | 21                       | 2                       | 5                       | 9                           | 0.24                                         |
| Zoölogy . . . . .            | 48                       | ..                      | ..                      | ..                          | ....                                         |
| Sub-total . . .              | 244                      | 67                      | 159                     | 27                          | 0.65                                         |
| Grand totals                 | 812                      | 449                     | 1,219                   | 55                          | 1.50                                         |

History, but the effectiveness of these titles in terms of titles reviewed, number of reviews, percentage reviewed, and average number of reviews also exhibited a wide range.

In Humanities, 78 per cent of the Philosophy and Drama titles were reviewed, while the highest average number of reviews per title, 2.5, was received by Germanics and History. In the Social Sciences, 87 per cent of the Law titles were reviewed, and 83 per cent of the Library Science titles were reviewed, while the highest average number of reviews per title, 4.66, was received by Library Science, followed by Law 2.62. In Science, the most reviewed subjects were Bio-Chemistry, Physical Education, Mathematics, and Geography, 100 per cent; and Bio-Chemistry received an average of 7 reviews per title, with relatively low averages in all other subjects.

It therefore seems that the university presses publish most effectively in Humanities and Social Sciences, and much less so in Science. It is possible that more detailed analysis would show that much of the publication in Science was not intended for review, or that many of the titles classified as Science were bulletins or brief reports. The variation in effectiveness within a division is greater than the variation between divisions. University presses appear to publish titles with great differences as contributions, an aspect in which they probably resemble general publishers.

TABLE 21

AMERICAN UNIVERSITY PRESS TITLES OF 1935 ARRANGED TO COMPARE BY PRESSES THE TOTAL TITLES AND REVIEWS IN EACH OF THE THREE DIVISIONS: HUMANITIES, SOCIAL SCIENCES, AND SCIENCE

| Press                          | Humanities       |                 |                               |                   |                                               | Social Sciences  |                 |                               |                   |                                               |
|--------------------------------|------------------|-----------------|-------------------------------|-------------------|-----------------------------------------------|------------------|-----------------|-------------------------------|-------------------|-----------------------------------------------|
|                                | Titles Published | Titles Reviewed | Percentage of Titles Reviewed | Number of Reviews | Average Number of Reviews per Title Published | Titles Published | Titles Reviewed | Percentage of Titles Reviewed | Number of Reviews | Average Number of Reviews per Title Published |
| Clark . . . . .                | 22               | 20              | 91                            | 42                | 1.91                                          | 36               | 33              | 92                            | 119               | 3.31                                          |
| Columbia . . . . .             | 4                | 3               | 75                            | 9                 | 2.25                                          | 1                | 1               | 100                           | 1                 | 1.00                                          |
| Cornell . . . . .              | 4                | 3               | 75                            | 5                 | 1.25                                          | 1                | 1               | 100                           | 6                 | 6.00                                          |
| Duke . . . . .                 | ...              | ...             | ...                           | ...               | ...                                           | 1                | 1               | 100                           | 2                 | 2.00                                          |
| Fordham . . . . .              | 1                | ...             | ...                           | ...               | ...                                           | ...              | ...             | ...                           | ...               | ...                                           |
| Georgetown . . . . .           | 2                | 2               | 100                           | 4                 | 2.00                                          | ...              | ...             | ...                           | ...               | ...                                           |
| G. Washington . . . . .        | 59               | 40              | 68                            | 85                | 1.41                                          | 28               | 21              | 75                            | 65                | 2.32                                          |
| Harvard . . . . .              | 16               | 14              | 87                            | 41                | 2.56                                          | 10               | 9               | 90                            | 22                | 2.20                                          |
| Johns Hopkins . . . . .        | 2                | 1               | 50                            | 1                 | 0.50                                          | 4                | 1               | 25                            | 1                 | 0.25                                          |
| Louisiana State . . . . .      | 3                | ...             | ...                           | ...               | ...                                           | 1                | 1               | 100                           | 1                 | 1.00                                          |
| Loyola . . . . .               | 1                | ...             | ...                           | ...               | ...                                           | ...              | ...             | ...                           | ...               | ...                                           |
| Oglethorpe . . . . .           | 1                | ...             | ...                           | ...               | ...                                           | 4                | 1               | 25                            | 3                 | 0.75                                          |
| Ohio State . . . . .           | 2                | ...             | ...                           | ...               | ...                                           | ...              | ...             | ...                           | ...               | ...                                           |
| Oklahoma Baptist . . . . .     | 10               | 9               | 90                            | 20                | 2.00                                          | 7                | 4               | 57                            | 7                 | 1.00                                          |
| Princeton . . . . .            | 3                | 3               | 100                           | 14                | 4.66                                          | 15               | 10              | 67                            | 34                | 2.27                                          |
| Stanford . . . . .             | 15               | 7               | 47                            | 15                | 1.00                                          | 25               | 15              | 60                            | 32                | 1.28                                          |
| U. California . . . . .        | 26               | 19              | 73                            | 48                | 1.84                                          | 57               | 44              | 77                            | 126               | 2.21                                          |
| U. Chicago . . . . .           | 4                | 4               | 100                           | 11                | 2.75                                          | 7                | 1               | 14                            | 1                 | 0.14                                          |
| U. Illinois . . . . .          | ...              | ...             | ...                           | ...               | ...                                           | 3                | 1               | 33                            | 2                 | 0.66                                          |
| U. [of Maine] Press . . . . .  | 11               | 10              | 99                            | 22                | 2.00                                          | 10               | 4               | 40                            | 8                 | 0.80                                          |
| U. Michigan . . . . .          | 3                | 3               | 100                           | 6                 | 2.00                                          | 16               | 9               | 56                            | 36                | 2.25                                          |
| U. Minnesota . . . . .         | 3                | ...             | ...                           | ...               | ...                                           | 4                | 1               | 25                            | 1                 | 0.25                                          |
| U. New Mexico . . . . .        | 22               | 14              | 64                            | 37                | 1.68                                          | 16               | 9               | 56                            | 27                | 1.69                                          |
| U. N. Carolina . . . . .       | 5                | 4               | 80                            | 21                | 4.20                                          | 3                | 3               | 100                           | 11                | 3.66                                          |
| U. Oklahoma . . . . .          | 4                | 1               | 25                            | 3                 | 0.75                                          | 2                | ...             | ...                           | ...               | ...                                           |
| U. [of Oregon] Press . . . . . | 20               | 14              | 70                            | 42                | 2.10                                          | 13               | 13              | 100                           | 33                | 2.54                                          |
| U. Pennsylvania . . . . .      | 2                | ...             | ...                           | ...               | ...                                           | 7                | 2               | 28                            | 2                 | 0.28                                          |
| U. So. California . . . . .    | ...              | ...             | ...                           | ...               | ...                                           | ...              | ...             | ...                           | ...               | ...                                           |
| U. Tennessee . . . . .         | ...              | ...             | ...                           | ...               | ...                                           | 8                | 2               | 25                            | 2                 | 0.25                                          |
| U. Texas . . . . .             | ...              | ...             | ...                           | ...               | ...                                           | 1                | ...             | ...                           | ...               | ...                                           |
| U. Utah . . . . .              | ...              | ...             | ...                           | ...               | ...                                           | 3                | 2               | 66                            | 3                 | 1.00                                          |
| U. Washington . . . . .        | 29               | 17              | 58                            | 60                | 2.07                                          | 11               | 5               | 45                            | 29                | 2.64                                          |
| Yale . . . . .                 | ...              | ...             | ...                           | ...               | ...                                           | ...              | ...             | ...                           | ...               | ...                                           |
| Totals or averages             | 274              | 188             | 69                            | 486               | 1.77                                          | 294              | 194             | 66                            | 574               | 1.95                                          |

TABLE 21--Continued

| Press                          | Science          |                 |                               |                   |                                               | Total of Three Groups |                 |                               |                   |                                               |
|--------------------------------|------------------|-----------------|-------------------------------|-------------------|-----------------------------------------------|-----------------------|-----------------|-------------------------------|-------------------|-----------------------------------------------|
|                                | Titles Published | Titles Reviewed | Percentage of Titles Reviewed | Number of Reviews | Average Number of Reviews per Title Published | Titles Published      | Titles Reviewed | Percentage of Titles Reviewed | Number of Reviews | Average Number of Reviews per Title Published |
| Clark . . . . .                | 1                | 1               | 100                           | 3                 | 3.00                                          | 1                     | 1               | 100                           | 3                 | 3.00                                          |
| Columbia . . . . .             | 10               | 8               | 80                            | 21                | 2.10                                          | 68                    | 61              | 90                            | 182               | 2.68                                          |
| Cornell . . . . .              | 1                | 1               | 100                           | 2                 | 2.00                                          | 6                     | 5               | 83                            | 12                | 2.00                                          |
| Duke . . . . .                 | 3                | 1               | 33                            | 1                 | 0.33                                          | 8                     | 5               | 62                            | 12                | 1.50                                          |
| Fordham . . . . .              | 1                | ...             | ...                           | ...               | ...                                           | 2                     | 1               | 50                            | 2                 | 1.00                                          |
| Georgetown . . . . .           | ...              | ...             | ...                           | ...               | ...                                           | 1                     | ...             | ...                           | ...               | ...                                           |
| G. Washington . . . . .        | 1                | 1               | 100                           | 4                 | 4.00                                          | 3                     | 3               | 100                           | 8                 | 2.66                                          |
| Harvard . . . . .              | 8                | 7               | 87                            | 17                | 2.12                                          | 95                    | 68              | 69                            | 167               | 1.76                                          |
| Johns Hopkins . . . . .        | 16               | 3               | 19                            | 8                 | 0.50                                          | 42                    | 26              | 62                            | 71                | 1.69                                          |
| Louisiana State . . . . .      | 1                | 1               | 100                           | 1                 | 1.00                                          | 7                     | 3               | 43                            | 3                 | 0.43                                          |
| Loyola . . . . .               | ...              | ...             | ...                           | ...               | ...                                           | 4                     | 1               | 25                            | 1                 | 0.25                                          |
| Oglethorpe . . . . .           | ...              | ...             | ...                           | ...               | ...                                           | 1                     | ...             | ...                           | ...               | ...                                           |
| Ohio State . . . . .           | ...              | ...             | ...                           | ...               | ...                                           | 5                     | 1               | 20                            | 3                 | 0.60                                          |
| Oklahoma Baptist . . . . .     | ...              | ...             | ...                           | ...               | ...                                           | 2                     | ...             | ...                           | ...               | ...                                           |
| Princeton . . . . .            | 2                | 2               | 100                           | 2                 | 1.00                                          | 19                    | 15              | 79                            | 29                | 1.53                                          |
| Stanford . . . . .             | 10               | 6               | 60                            | 19                | 1.90                                          | 28                    | 19              | 68                            | 67                | 2.39                                          |
| U. California . . . . .        | 50               | 4               | 8                             | 9                 | 0.18                                          | 90                    | 26              | 29                            | 56                | 0.60                                          |
| U. Chicago . . . . .           | 17               | 12              | 70                            | 39                | 2.29                                          | 100                   | 75              | 75                            | 213               | 2.13                                          |
| U. Illinois . . . . .          | 28               | 4               | 14                            | 7                 | 0.25                                          | 39                    | 9               | 23                            | 19                | 0.49                                          |
| U. [of Maine] Press . . . . .  | 5                | 1               | 20                            | 1                 | 0.20                                          | 8                     | 2               | 25                            | 3                 | 0.37                                          |
| U. Michigan . . . . .          | 41               | 1               | 2                             | 1                 | 0.02                                          | 62                    | 15              | 24                            | 31                | 0.50                                          |
| U. Minnesota . . . . .         | 6                | 4               | 66                            | 8                 | 1.33                                          | 25                    | 16              | 64                            | 50                | 2.00                                          |
| U. New Mexico . . . . .        | 7                | 2               | 28                            | 2                 | 0.28                                          | 14                    | 3               | 21                            | 3                 | 0.21                                          |
| U. N. Carolina . . . . .       | ...              | ...             | ...                           | ...               | ...                                           | 38                    | 23              | 60                            | 64                | 1.68                                          |
| U. Oklahoma . . . . .          | 1                | ...             | ...                           | ...               | ...                                           | 9                     | 7               | 77                            | 32                | 3.55                                          |
| U. [of Oregon] Press . . . . . | ...              | ...             | ...                           | ...               | ...                                           | 6                     | 1               | 16                            | 3                 | 0.50                                          |
| U. of Pennsylvania . . . . .   | 3                | 1               | 33                            | 2                 | 0.66                                          | 36                    | 28              | 80                            | 77                | 2.14                                          |
| U. So. Calif. . . . .          | 1                | 1               | 100                           | 1                 | 1.00                                          | 10                    | 3               | 30                            | 3                 | 0.30                                          |
| U. Tennessee . . . . .         | 3                | ...             | ...                           | ...               | ...                                           | 3                     | ...             | ...                           | ...               | ...                                           |
| U. Texas . . . . .             | 4                | 1               | 25                            | 1                 | 0.25                                          | 12                    | 3               | 25                            | 3                 | 0.25                                          |
| U. Utah . . . . .              | 4                | ...             | ...                           | ...               | ...                                           | 5                     | ...             | ...                           | ...               | ...                                           |
| U. Washington . . . . .        | 15               | 1               | 6                             | 1                 | 0.06                                          | 18                    | 3               | 16                            | 4                 | 0.22                                          |
| Yale . . . . .                 | 5                | 4               | 80                            | 9                 | 1.80                                          | 45                    | 26              | 58                            | 98                | 2.18                                          |
| Totals or averages             | 244              | 67              | 27                            | 159               | 0.65                                          | 812                   | 449             | 55                            | 1219              | 1.50                                          |



Analysis by Presses of the Reviews of University-  
Press Titles Published in 1935

In Table 21 the productions of the individual university presses for the year 1935 are subjected to the type of examination previously given their titles in particular subjects. The analysis however, is concerned with the total titles of each press, classified by each of the three divisions--Humanities, Social Sciences, and Science--rather than with the total title production of the presses for 1935 classified by particular subjects as in Table 20. Consequently, in Table 21 the university presses which issued titles in 1935 are arranged alphabetically and in each of the three divisions the individual presses are credited with their title production.

In the field of Humanities, Harvard published the largest number of titles with 59, followed by Yale with 29, Chicago with 26, North Carolina with 22, and Columbia with 22. These five presses account for 158 of the 274 titles published in this division.

In the field of the Social Sciences, Chicago published the largest number of titles with 57, followed by Columbia with 36, Harvard with 28, and California with 25. These four presses account for half the titles in this division.

In the field of Science, California published the largest number of titles with 50, followed by Michigan with 41, and Illinois with 28. These three presses account for slightly less than half of the titles in this division.

It is evident that eight university presses published about one-half of the titles in all fields in 1935, and that certain presses publish most frequently in certain divisions, as Yale and North Carolina in Humanities; California, Michigan, and Illinois in Science; and Harvard, Chicago, and Columbia in both Humanities and Social Sciences.

The titles reviewed in each division may be expressed directly as a comparison of the number of titles published and the number reviewed, or as the percentage of titles reviewed, or as the average number of reviews received by each title.

In general, presses with a large number of publications succeed in obtaining a better than average number of reviews per title. This may be owing to the superior quality of the books published by such presses, or to better marketing methods, or

possibly to both. The correlation coefficient of .523, however, is low, as shown in Figure 8.

Exceptions to this rule appear to be Illinois, Michigan, and California. Each of these presses publishes largely in series form, and emphasizes through its publications the general division of Science. The practice of these presses to issue small bulletins and monographs which do not receive the attention of reviewers suggests that, apart from the quality of the investigations reported, the scope of the studies and the bulk of the reports are important elements in obtaining review notices.

The small output presses show irregular results with their publications. Most of these organizations appear to have a low average number of reviews per title issued.

Measured by reviews, the general effectiveness of university-press publications issued in 1935 was not high. Eight hundred and twelve titles were issued by the presses in that year, which received a total of 1,219 reviews. Fifty-five per cent of these titles were reviewed. The average number of reviews for all press titles was 1.5, but 45 per cent of the press titles received no reviews at all, and therefore 55 per cent, or 499 titles, received 1,219 reviews. For titles which were reviewed, the average number of reviews per title was 2.7.

The number of reviews per title was highly variable. As has been seen, 45 per cent or 363 of the titles were not reviewed at all. Forty-two per cent or 341 of the titles received three reviews or less, and only 13 per cent or 108 received four or more reviews. The maximum number of reviews received by one title<sup>1</sup> was 10.

The Number of Reviews Given the Titles of Individual Presses.--Table 22 is designed to show, for each university press which published titles in 1935, the number of reviews received by each title, the total number of titles published, and the total number of reviews received. Added for convenience in making comparisons is a column taken from Table 21, which shows the average number of reviews per title received by the publications of each press.

---

<sup>1</sup>Albert K. Weinberg, Manifest Destiny; a Study of Nationalist Expansion in American History (Baltimore, Md.: The Johns Hopkins Press, 1935). Pp. 572.

TABLE 22

THE NUMBER OF TITLES PUBLISHED BY AMERICAN UNIVERSITY PRESSES ACTIVE IN 1935  
WHICH RECEIVED A GIVEN NUMBER OF REVIEWS

| Presses                    | Number of Titles Receiving<br>a Given Number of Reviews |    |    |    |    |    |    |    |    |    | Total<br>Titles<br>Published | Total<br>Number of<br>Reviews | Average<br>Number of<br>Reviews<br>Per Title |
|----------------------------|---------------------------------------------------------|----|----|----|----|----|----|----|----|----|------------------------------|-------------------------------|----------------------------------------------|
|                            | 0                                                       | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10                           |                               |                                              |
| Clark                      | ..                                                      | 20 | 11 | 1  | .. | 5  | 5  | .. | .. | .. | 1                            | 3                             | 3.00                                         |
| Columbia                   | 7                                                       | 1  | 12 | 9  | 7  | 1  | 5  | 2  | 2  | .. | 68                           | 182                           | 2.68                                         |
| Cornell                    | 1                                                       | 1  | 1  | 1  | 1  | .. | .. | .. | .. | .. | 6                            | 12                            | 2.00                                         |
| Duke                       | 3                                                       | 3  | 1  | 1  | .. | .. | 1  | .. | .. | .. | 8                            | 12                            | 1.50                                         |
| Fordham                    | 1                                                       | .. | .. | .. | .. | .. | .. | .. | .. | .. | 2                            | 2                             | 1.00                                         |
| Georgetown                 | 1                                                       | .. | .. | .. | .. | .. | .. | .. | .. | .. | 1                            | ..                            | ..                                           |
| George Washington          | ..                                                      | 1  | .. | 1  | 1  | .. | .. | .. | .. | .. | 3                            | 8                             | 2.66                                         |
| Harvard                    | 27                                                      | 26 | 15 | 14 | 5  | 3  | 2  | 2  | 1  | .. | 95                           | 167                           | 1.76                                         |
| Johns Hopkins              | 16                                                      | 6  | 8  | 7  | 2  | .. | .. | .. | .. | 1  | 42                           | 71                            | 1.69                                         |
| Louisiana State            | 4                                                       | 3  | .. | .. | .. | .. | .. | .. | .. | .. | 7                            | 3                             | 0.43                                         |
| Loyola                     | 3                                                       | 1  | .. | .. | .. | .. | .. | .. | .. | .. | 4                            | 1                             | 0.25                                         |
| Oglethorpe                 | 1                                                       | .. | .. | .. | .. | .. | .. | .. | .. | .. | 1                            | ..                            | ..                                           |
| Ohio State                 | 4                                                       | .. | .. | 1  | .. | .. | .. | .. | .. | .. | 5                            | 3                             | 0.60                                         |
| Oklahoma Baptist           | 2                                                       | .. | .. | .. | .. | .. | .. | .. | .. | .. | 2                            | ..                            | ..                                           |
| Princeton                  | 4                                                       | 7  | 4  | 3  | .. | 1  | .. | .. | .. | .. | 19                           | 29                            | 1.53                                         |
| Stanford                   | 9                                                       | 2  | 5  | 4  | 1  | 5  | .. | 2  | .. | .. | 28                           | 67                            | 2.39                                         |
| University of California   | 64                                                      | 10 | 7  | 6  | 1  | 2  | .. | .. | .. | .. | 90                           | 56                            | 0.60                                         |
| University of Chicago      | 26                                                      | 19 | 12 | 23 | 8  | 7  | 3  | .. | 2  | .. | 100                          | 213                           | 2.13                                         |
| University of Illinois     | 30                                                      | 4  | 1  | .. | 1  | .. | .. | .. | .. | .. | 39                           | 19                            | 0.49                                         |
| University of Maine Press  | 6                                                       | 1  | 1  | .. | .. | .. | .. | .. | .. | .. | 8                            | 3                             | 0.37                                         |
| University of Michigan     | 47                                                      | 5  | 4  | 6  | .. | .. | .. | .. | .. | .. | 62                           | 31                            | 0.50                                         |
| University of Minnesota    | 9                                                       | 2  | 4  | 5  | .. | .. | .. | .. | .. | 1  | 25                           | 50                            | 2.00                                         |
| University of New Mexico   | 11                                                      | 3  | .. | 4  | .. | .. | .. | .. | .. | .. | 14                           | 3                             | 0.21                                         |
| University of N. Carolina  | 15                                                      | 7  | 7  | 4  | .. | .. | 4  | .. | .. | .. | 38                           | 64                            | 1.68                                         |
| University of Oklahoma     | 2                                                       | 1  | .. | 1  | 1  | 1  | 2  | 1  | .. | .. | 9                            | 32                            | 3.55                                         |
| University of Oregon Press | 5                                                       | .. | .. | 1  | .. | .. | .. | .. | .. | .. | 6                            | 3                             | 0.50                                         |
| University of Pennsylvania | 7                                                       | 6  | 7  | 11 | 2  | 2  | 1  | .. | .. | .. | 36                           | 77                            | 2.14                                         |

TABLE 22--Continued

| Presses                      | Number of Titles Receiving<br>a Given Number of Reviews |     |    |     |    |    |    |    |    |    | Total<br>Titles<br>Published | Total<br>Number of<br>Reviews | Average<br>Number of<br>Reviews<br>per Title |
|------------------------------|---------------------------------------------------------|-----|----|-----|----|----|----|----|----|----|------------------------------|-------------------------------|----------------------------------------------|
|                              | 0                                                       | 1   | 2  | 3   | 4  | 5  | 6  | 7  | 8  | 9  | 10                           |                               |                                              |
| University of So. Calif. . . | 7                                                       | 3   | .. | ..  | .. | .. | .. | .. | .. | .. | ..                           | 3                             | 0.30                                         |
| University of Tennessee . .  | 3                                                       | ..  | .. | ..  | .. | .. | .. | .. | .. | .. | ..                           | ..                            | ...                                          |
| University of Texas . . .    | 9                                                       | 3   | .. | ..  | .. | .. | .. | .. | .. | .. | ..                           | 3                             | 0.25                                         |
| University of Utah . . .     | 5                                                       | ..  | .. | ..  | .. | .. | .. | .. | .. | .. | ..                           | ..                            | ...                                          |
| University of Washington . . | 15                                                      | 2   | 1  | ..  | .. | .. | .. | .. | .. | .. | ..                           | 4                             | 0.22                                         |
| Yale University . . . . .    | 19                                                      | 5   | 3  | 7   | 4  | 1  | 1  | 2  | 2  | 1  | ..                           | 98                            | 2.18                                         |
| Totals . . . . .             | 363                                                     | 140 | 95 | 106 | 40 | 30 | 19 | 9  | 7  | 2  | 1                            | 1,219                         | 1.50                                         |

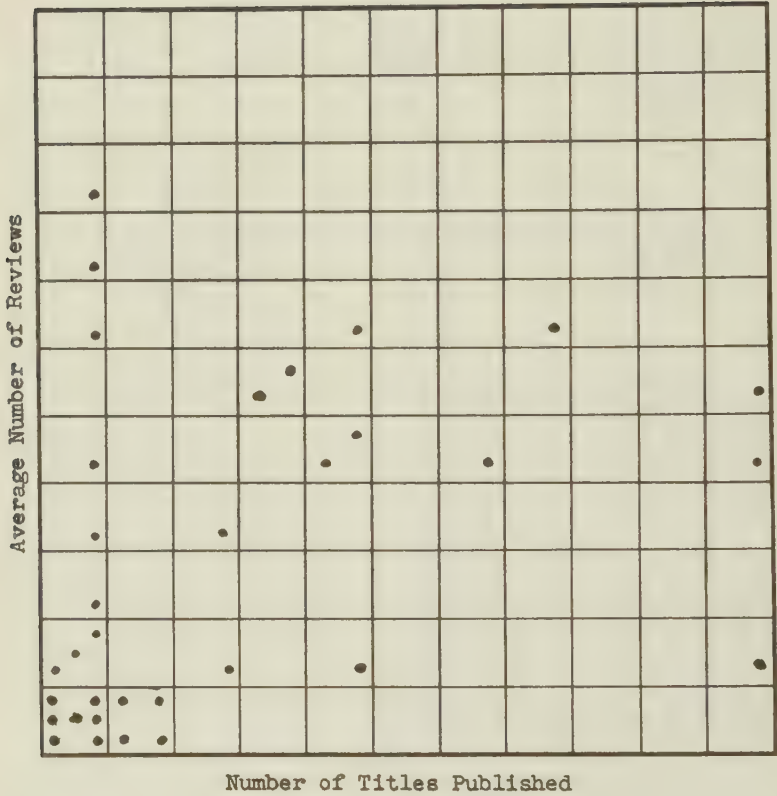


Fig. 8.--Scattergram of the correlation between the number of titles published by a university press and the average number of reviews received.



From these data it appears that not only do university presses differ greatly in their annual production--from one title (Clark, Georgetown, and Oglethorpe) to 100 titles (Chicago)--but the attention given to these titles by reviewers also ranges widely--from no reviews (Georgetown, Oglethorpe, Oklahoma Baptist, Tennessee, and Utah) to 213 reviews (Chicago). The average number of reviews received per title ranges from none (Georgetown, Oglethorpe, Oklahoma Baptist, Tennessee and Utah) to 3.55 (Oklahoma). Generally speaking, the presses producing the largest number of titles received a proportionately greater number of reviews per title.

The Subject Specializations of University Presses.--In addition to the ratings of press publications in reviewing journals, the histories and lists of university-press publications show many instances of subject specialization.

Atlanta University Press for twenty years was concerned with negro sociology, and this was the field which attracted the Howard University Press and the Fisk University Press. Baylor University Press has published most frequently in herpetology, Texas natural history, and titles dealing with Robert Browning.

Clark University Press was almost exclusively devoted to psychology. Duke University Press is conspicuous for its interest in Spanish-American history. The early publications of Fordham University Press were in the field of apologetics. Loyola University Press, although showing no subject specialization, devotes itself to the publication of secondary and collegiate text books.

The University Press at the University of Maine prints the Maine Studies, a series concerned almost entirely with English literature. The University of North Carolina Press is well known for its publications in regional sociology. Northwestern University Press publishes legal journals. The University Press of Sewanee, Tennessee, has a reputation which rests upon its manufacture and publication of the Sewanee Review, a literary quarterly. The University of Utah Press has issued numerous pamphlets on American spiders.

This list suggests that it is the medium and smaller university presses which either specialize, or give the appearance of specialization. There is, however, equal or better evidence to the contrary, for many university presses with limited resources have often failed to recognize their handicaps, and have published

whatever was offered and subsidized. Small presses usually issue publications of local interest.

Larger university presses offer a collection of specialties, not always evident to the casual inspector of their long lists of publications. The larger university presses tend to publish studies of national, international, or wide sociological import, as well as local studies. The larger presses are best equipped to reach varied markets, as well as to secure manuscripts of the greatest consequence.

#### Periodicals as University-Press Publications

Certain aspects of the periodicals currently published by American university presses were discussed in Chapter V of this study. It remains to consider (1) the importance of press periodicals, and (2) the reviewing bias these periodicals may have shown toward press publications.

The Importance of Press Periodicals.—Twenty-five of the ninety-two periodicals printed or published by university presses were regarded by Shaw in 1931<sup>1</sup> as valuable for college libraries. In the present study, fifteen of the ninety-two periodicals were regarded as significant in the checking of reviews. The university-press journals included in A List of Books for College Libraries and the campuses from which each is issued are shown Table 23. Table 24 distributes the university-press journals included in A List of Books for College Libraries in the twenty-four subject fields which were used as a classification in that bibliography.

University press journals were regarded as essential in fifteen of the twenty-four classifications, but were omitted in Chemistry, Fine Arts, Geography, Music, Physical Education and Hygiene, Physics, Political Science, Psychology, and Zoölogy. Those journals which were included do not form a numerical preponderance in any field; the reverse is evident. In the judgment of Shaw, university presses issued some valuable journals, and possibly superior periodicals, but other publishing sources not only issued a larger number of valuable journals, but in a greater number of subject-fields. University-press periodicals form 8 per cent of the 311 journals listed in Shaw.

---

<sup>1</sup>A List of Books for College Libraries.

TABLE 23

UNIVERSITY PRESS JOURNALS IN SHAW LIST\*

| Journal                                             | Press          |
|-----------------------------------------------------|----------------|
| American Journal of Mathematics . . . . .           | Johns Hopkins  |
| American Journal of Philology . . . . .             | Johns Hopkins  |
| American Journal of Sociology . . . . .             | Chicago        |
| American Literature . . . . .                       | Duke           |
| Annals of Mathematics . . . . .                     | Princeton      |
| Astrophysical Journal . . . . .                     | Chicago        |
| Books Abroad . . . . .                              | Oklahoma       |
| Botanical Gazette . . . . .                         | Chicago        |
| Classical Philology . . . . .                       | Chicago        |
| Germanic Review . . . . .                           | Columbia       |
| Hispanic-American Historical Review . . . . .       | Duke           |
| International Journal of Ethics . . . . .           | Chicago        |
| Journal of English and Germanic Philology . . . . . | Illinois       |
| Journal of Geology . . . . .                        | Chicago        |
| Journal of Political Economy . . . . .              | Chicago        |
| Journal of Religion . . . . .                       | Chicago        |
| Library Quarterly . . . . .                         | Chicago        |
| Modern Language Notes . . . . .                     | Johns Hopkins  |
| Modern Philology . . . . .                          | Chicago        |
| The Quarterly Journal of Economics . . . . .        | Harvard        |
| Romanic Review . . . . .                            | Columbia       |
| School Review . . . . .                             | Chicago        |
| Sewanee Review . . . . .                            | Sewanee        |
| Social Forces . . . . .                             | North Carolina |
| Yale Review . . . . .                               | Yale           |

\*A List of Books for College Libraries.

The fifteen university-press journals which were considered especially useful for their reviews, and which were used in the evaluation of press titles, are shown in Table 25. Eleven of these were published from one university press and campus.

The Reviewing Bias of Press Periodicals.--The reviews in periodicals published by university presses lean with special favor towards titles published by university presses. Of the 3,727 reviews given to university-press titles in the sixty-eight periodicals considered in this chapter, 793, or 21 per cent, appeared in university-press periodicals. Of the 34,860 reviews given to titles issued by general publishers and appearing in the sixty-eight periodicals, 3,780, or 11 per cent, appeared in university-press periodicals.

University-press periodicals therefore contained 21 per cent of the reviews given to university press titles, and 11 per cent of the reviews given to general publishers' titles. In

TABLE 24

COMPARATIVE DISTRIBUTION BY SUBJECTS OF  
ALL, AND OF UNIVERSITY PRESS JOURNALS  
INCLUDED IN THE SHAW LIST\*

| Subject-Fields as Arranged<br>in the Shaw List* | All<br>Journals | Press<br>Journals |
|-------------------------------------------------|-----------------|-------------------|
| Astronomy . . . . .                             | 5               | 1                 |
| Botany . . . . .                                | 8               | 1                 |
| Chemistry . . . . .                             | 16              | ..                |
| Classics . . . . .                              | 9               | 2                 |
| Economics . . . . .                             | 14              | 2                 |
| Education . . . . .                             | 14              | 1                 |
| English . . . . .                               | 16              | 3                 |
| Fine Arts . . . . .                             | 14              | ..                |
| General . . . . .                               | 59              | 4                 |
| Geography . . . . .                             | 8               | ..                |
| Geology . . . . .                               | 8               | 1                 |
| German . . . . .                                | 4               | 2                 |
| History . . . . .                               | 11              | 1                 |
| Mathematics . . . . .                           | 12              | 2                 |
| Music . . . . .                                 | 6               | ..                |
| Philosophy . . . . .                            | 7               | 1                 |
| Physical Education and Hygiene .                | 9               | ..                |
| Physics . . . . .                               | 8               | ..                |
| Political Science . . . . .                     | 16              | ..                |
| Psychology . . . . .                            | 11              | ..                |
| Religion . . . . .                              | 11              | 1                 |
| Romance Languages . . . . .                     | 17              | 1                 |
| Sociology and Anthropology . . .                | 12              | 2                 |
| Zoölogy . . . . .                               | 16              | ..                |
| Totals . . . . .                                | 311             | 25                |

\*A List of Books for College Libraries.

TABLE 25

FIFTEEN PERIODICALS PRINTED OR PUBLISHED BY UNIVERSITY  
PRESSES WHICH WERE INCLUDED AMONG THE SIXTY-EIGHT  
REVIEWING JOURNALS

| Journals                                  | Presses       |
|-------------------------------------------|---------------|
| American Journal of Sociology . . . . .   | Chicago       |
| Botanical Gazette . . . . .               | Chicago       |
| Classical Philology . . . . .             | Chicago       |
| Elementary School Journal . . . . .       | Chicago       |
| Germanic Review . . . . .                 | Columbia      |
| International Journal of Ethics . . . . . | Chicago       |
| Journal of Geology . . . . .              | Chicago       |
| Journal of Political Economy . . . . .    | Chicago       |
| Journal of Religion . . . . .             | Chicago       |
| The Library Quarterly . . . . .           | Chicago       |
| Modern Language Notes . . . . .           | Johns Hopkins |
| Modern Philology . . . . .                | Chicago       |
| New England Quarterly . . . . .           | Maine         |
| Romantic Review . . . . .                 | Columbia      |
| School Review . . . . .                   | Chicago       |

university-press periodicals, university-press titles received approximately twice as much attention as general publishers' titles.

It is difficult to determine whether this bias is in any way deliberate. It seems more likely that, on the whole, titles originating from a university press would be more suitable for the critical consideration of specialized periodicals than those issued elsewhere. It is possible that professional colleagues, acting as reviewers, might esteem more highly those works of academic origin than those of general publishers, where the profit motive is likely to be a factor in publication. Academic courtesies play a part and obtain for press titles more reviews in press periodicals than for non-press titles. The policy of journal editors of waiting for authors or publishers to submit titles for review may also affect the proportion of press titles reviewed.

In any case, only one-fifth of the total number of periodicals used in this study gave the additional attention to university press titles which has been noted. It seems obvious that the bias of university-press periodicals towards press publications scarcely affects in any serious way the conclusions derived from a study of the reviews in the sixty-eight journals considered in the present chapter.

### Summary

This chapter has attempted to show the place and quality of university-press publications in the broad field of non-fiction publishing in the United States--a field with which comparison seems fair. In the chapter, the number of book reviews in scholarly publications has been used as a rough measuring stick of the importance of university-press publications. Estimates have been based on the reviews received by university-press titles in the issues of sixty-eight selected periodicals appearing between January, 1935, and December, 1937.

The salient facts revealed by this analysis are the following:

Publications of university presses definitely lead the non-fiction publications of commercial publishers in the number of reviews received in scholarly book-reviewing journals. The university presses, with 11 per cent of the non-fiction titles published, received 17 per cent of the reviews. University-press



titles were proportionately reviewed more frequently than similar material issued by general publishers. Furthermore, press publications also led in the number of reviews per title with an average of 2.1, as compared with an average of 1.5 for other publishers' titles.

The foregoing facts are the most important findings in the chapter, but closer examination of the data brings out several additional points. The general effectiveness of university-press publications issued in 1935, a specimen year, was not high. Of the 812 titles issued by presses in that year, only 55 per cent were reviewed; and 45 per cent, or nearly one-half, received no reviews. The average number of reviews received by each press title was 1.5; for press titles which were reviewed, the average number of reviews received was 2.7. Nearly one-half of the university press publications were not reviewed at all; they made little or no impact upon the world of scholarship. When a title in a particular subdivision of knowledge does not receive a single review in any scholarly journal in its field, the importance of that title as a scholarly publication is open to serious doubt.

In order to estimate the distribution by subjects of the reviews accorded to all titles, as well as to university-press titles, a classification of thirty-four subjects was prepared. This classification had three main divisions: Humanities, Social Sciences, and Science. As a whole, the reviews divided themselves into equal thirds, with one-third in each of the main subdivisions. The chief discrepancy was a heavy weighting in the classification called Technical Books. In this distribution of reviews by subject, it was evident that university presses followed the same pattern as all publishers, except in Science, in which university press titles received the fewest reviews.

Periodicals published by the university presses constitute a significant group both because of their subject matter and because of their book reviews. In all, ninety-two periodicals are printed or published by American university presses. In 1931, Shaw regarded twenty-five of these as necessary or useful for college libraries. In the list of sixty-eight periodicals whose reviews were checked for the data used in this chapter, fifteen were issued through the participation of university presses. Eleven of these were issued from one university press. A check of the reviews appearing in university-press periodicals showed

that such journals were favorably inclined towards titles issued by university presses.

There appears to be a rather definite correlation between the size of the press and the number of reviews received by its publications--the larger the press, the greater the number of reviews per title. For 1935, eight university presses published about one-half of the titles issued by all presses in all subject fields, and these large title producers, in the main, succeeded in receiving more reviews per title than presses which issued a small number of titles.

## CHAPTER VII

### SUMMARY, RECOMMENDATIONS, AND SUGGESTED INVESTIGATIONS

It is now possible to present (1) a summary of the findings of the preceding chapters of this study, (2) conclusions and recommendations, and (3) suggested investigations in the form of outlines.

#### Summary

The purpose of this study, as stated in the Introduction, has been to trace the rise, development, and the place in publishing of the American university press. The study limited itself to those universities whose printing or publishing organizations, or publications, used the imprint or term, "university press," or simply, "press." The study included only a part of the academic institutions offering higher degrees and descriptively named "university," since not all universities print or publish through a university press, as defined here.

The development of American university presses followed the Civil War, and covers a subsequent period of seventy years. Recently the number of university presses has markedly increased, and these additions make it possible to identify at least sixty press printing or publishing organizations during the seven decades.

University presses have been established in areas and centers of population, as well as in less populous territories. Presses seem to succeed best when located in population centers. The support of these presses comes from four types of universities: Protestant, Roman Catholic, private, and public. There is almost no case of a press becoming more conspicuous than the university to which it is related.<sup>1</sup> Indeed, the number of titles published by a university press in a given year is usually closely correlated

---

<sup>1</sup>A possible exception is the University of Oklahoma Press.

with the university's annual expenditure.

From observations derived from the histories and services of American university presses, a four-group functional classification is proposed for them: (1) the imprint press, (2) the imprint and printing press, (3) the imprint and publishing press, and (4) the unified university press, or one which uses the imprint on its publications, and also prints and distributes the titles it manufactures.

University presses in American institutions are administered from three sources of control: (1) the university president or chancellor, (2) other officers of the university, and (3) through affiliated organizations. Most university presses are, however, subject to more than one source of university administrative control. The functions of a university press are related to the sources of its university control, e.g., the printing university press is subject to plural sources of control more frequently than the affiliated or separately incorporated university press.

The enthusiasm of individuals has done much to establish, promote, and maintain university presses in the United States. Presses, however, tend to be managed with conservatism, partly because of the long terms of service which directing heads contribute to the presses.

University-press revenues are usually derived from the following sources: (1) appropriations and subsidies; (2) book sales; (3) consignment, commission, and agency publishing; (4) profits from auxiliary enterprises; and (5) endowments and gifts. Of these revenue sources, book sale income is undoubtedly the most important for the defraying of continuing expenses, but appropriations, subsidies, and contract publishing provide means for the publication of new titles and for freshening the list.

The centralization of publishing by university presses is being attempted in certain universities, but the trend in this direction is not increasing. There is perhaps equal evidence that at some universities, decentralized publishing is for various reasons more practicable. Complete centralization of a university's publishing does not seem to have been achieved by any American university press, despite its desirability.

Bibliographic information regarding the publications of university presses in the United States must be obtained from several private and commercially issued lists, rather than from

the catalogues of the presses themselves. Annual publishing statistics for a twenty-year period, issued by a commercial book trade journal,<sup>1</sup> indicate that university presses have increased in number three times since 1918, and that their total output during the same period has also increased three times. The number of university press publications is still a small portion of the total number issued by general publishers, even though the number of press titles has relatively increased. In addition to books and pamphlets, American university presses today issue nearly one hundred scholarly journals.

In order to estimate the comparative importance of university press publications, a large number of reviews were checked in sixty-eight carefully chosen periodicals. The following conclusions may be drawn from this checking: (1) university-press titles were usually reviewed more frequently than corresponding titles issued by general publishers; (2) certain university presses appeared to publish more successfully than other presses; (3) there was some relationship between the number of titles issued by a university press and the number of reviews these titles received, since those presses issuing the most titles seemed to secure the most reviews; and (4) the output of some presses which are devoted to the publication of pamphlets, tends not to be reviewed and to reduce the relationship between titles published and reviews received.

The periodicals issued by university presses, which form an important part of their output, are regarded as invaluable in a few subject fields. University-press periodicals exhibit a tendency to favor press titles when the latter are reviewed.

#### Conclusions and Recommendations

The history of the establishment and growth of university presses in the United States has been individualistic. Few, if any, presses were established for purposes larger than that of printing or publishing for the institutions to which they were related. So local were many of the early presses that designative nouns were omitted from the names of the organizations, and they were described as "University Press," or a little more particularly as "The University Press." Even today at the universities of

---

<sup>1</sup>"Publishers' Output, . . . .," The Publishers' Weekly.



Cincinnati, Maine, and Oregon, the names of the universities are not included in the press titles.

Not only were the presses established from individualistic motives, but they were most often founded and promoted by individuals. It was seldom that a demand for press organizations proceeded from faculties as a whole. On the contrary, faculty members with manuscripts of local interest, or with writings not placeable elsewhere, seem to have welcomed the formation of a university press.

Thus presses came to be organized or established largely because of special demands from within a university. Not only did presses issue the writings of certain faculty members, but especially the materials prepared in certain subject groups, most of it of a literary and non-scientific character. In most cases where university presses have been maintained, only a portion of the faculty has been able to take advantage of its services in achieving publication.

No university press has never been quite successful in centralizing all of a university's printing and publishing within a single organization. The absence of unanimous support from faculty and administration, and the inability to serve more than a portion of the academic authors among the university staff, have been serious handicaps. In some instances these conditions have led to divisions of authority which have weakened or diminished the publishing functions of the press.

The support given to university presses by their related universities has, on the whole, been haphazard and meagre. Support, when given, is often contributed indirectly through departmental subsidies, and is not separately listed on university budgets nor centrally administered. Few universities with presses actually know their publishing and printing expenses because of these accounting disguises. One of the most needed changes, so far as university presses are concerned, is a frank assumption by universities of financial responsibility for publication through the presses.

The departmental sources of subsidy, when combined with the other factors just mentioned, have resulted in the publication of local materials, instead of selected and important research documents. Presses faced with this difficulty are prone to choose, not the outstanding manuscript, but the best subsidized.

Whenever this occurs, a chain of difficulties is set up. The local materials have too often only a local appeal, and distribution for such publications is obtained only through the medium of gift, as an author's friends, or through the medium of barter, as library exchange. Neither of these methods returns to the press as a publishing agency much, if any, part of the money cost of manufacture and distribution.

In the preceding chapter it was shown that about one-half of all university press titles issued in a sample year (1935) were not copyrighted, and it was also shown that about one-half did not receive any review notices in selected journals. These facts seem to indicate that university presses are constantly issuing titles which at the outset they know to be of little value, and which will never be widely distributed.

The editorial and financial weaknesses of this policy tend to stamp the press output as less important than that of off-campus agencies. The costs of publishing through the press becomes high, subsidies are excessive, and effectiveness is low. Too many university presses are content to regard the manufacture of a title as equivalent to publication, and the subsequent inability of a press to promote its titles, to secure professional recognition for them, or to return royalties, creates a skeptical attitude among faculty authors.

Even if university presses were adequately supported by their universities, their present publishing practices would need revision. The policy of issuing contributions in the form of complex series titles, often with sub-series, departmental names, and involved numberings, operates to prevent the discovery and use of items issued no matter how valuable single contributions may be. The publication of a volume highly various in content, such as Abstracts of Theses, or Essays in Honor of Henry Driessler, always involves either a foreknowledge on the part of an inquirer seeking the abstract of a thesis that is presumptuous to expect; or in the second instance, careful analytical cataloguing on the part of libraries; or, finally, the hazard of promoting twenty-five essays instead of one consistent work.

The form in which university-press publications should appear is a problem: whether in series or as separates, or in studies of varied content, or in a periodical (where it has an excellent chance of being indexed or digested), or in single volumes.

It is probable that periodical publication should care for much of the material now being issued as parts of series, since such publication involves selection of materials, grouping with related studies, and, through existing bibliographical tools, wider notification and location of research reports--things which publication as a part of a series does not now achieve. The publication of a volume of miscellaneous materials should usually be discouraged. If a thesis, for example, is not publishable in existing periodicals, or is unworthy of separate issue, it is fair to question both the value of the research and the action which decreed a brief abstract as equivalent to publication.

The number of university presses which publish in series and issue periodicals, or which publish in various forms, suggests that the relative merits of each of these means of distributing scholarly literature have not been carefully weighed by university administrations, university presses, nor by academic authors.

Cheaper methods of printing and duplication than that of typography deserve special consideration by presses.<sup>1</sup> Planographic printing methods have been utilized by some presses and, with technical improvements, may supplant typography in many applications. Developments in microphotography may prove to be even more efficient than planography, particularly for the small number of copies needed in limited research fields.

Many of the troubles which university presses have experienced and through which they have passed may be attributed to the inexperience of university-press administrators. The clerical functions of university-press management have overshadowed the importance of the press as a publishing organization for the university. Persons have been appointed as directors of presses who were without publishing or printing knowledge or experience, and who have "learned on the corporation." Too often the university press has been a part-time activity for a scholar or a secretary.

Under the circumstances which have been described, it is small wonder that general publishers continue to secure commercially valuable manuscripts almost from beneath the noses of university presses on campus after campus, and return to their authors

---

<sup>1</sup>Robert C. Binkley, Manual on Methods of Reproducing Research Materials . . . . (Ann Arbor, Mich.: Edwards Brothers, Inc., 1936). Pp. xiv + 207. See particularly chaps. i and ii.

promotion, prestige, and royalties rarely earned or never paid by university presses.

The greatest handicap of university presses next to inadequate financial support is undoubtedly the lack of proper facilities for distributing publications. Begun as individual enterprises, issuing relatively unselected manuscripts in forms whose effectiveness as publications is little understood, often managed by inexperienced persons, and with financially profitable manuscripts published commercially, university presses in the United States still show astonishing vitality and persistence.

As has been shown,<sup>1</sup> press publications are more highly regarded by reviewers of specialized materials than are similar publications of commercial publishing firms. A comparative study of the number of significant contributions to knowledge issued by university presses and by commercial houses would probably confirm in even more striking manner the importance of press publications.

At the same time, it is sometimes almost impossible to locate titles issued by university presses, and it is often difficult to purchase them. The solution is undoubtedly a bibliographical one. A list of the publications of all university presses is needed, and such a list of press publications was prepared for one year as part of the procedure necessary for this investigation. Issued annually and cumulatively, this list would assist presses, scholars, and the book trade to find and to purchase university-press publications. This list could be issued for a fraction of the amount now spent in the preparation of numerous single catalogues. It would become the Cumulative Book Index of American university presses, and could, with time, be expanded to include the publications of other universities. It might even become an academic bibliography. If, for the present, three or four of the larger university presses were to issue such a bibliography, it would represent a beginning. There seems to be no reason why any university press should fear a loss of identity through participation in such a system of reporting publications.

In combination, the active American university presses could become a dominant publishing force in the United States. Already presses publish 11 per cent of the American non-fiction titles, and these items are highly regarded. By means of joint

---

<sup>1</sup>Chapter VI.



lists, joint promotion, and joint distribution, presses could establish even higher standards, exercise more careful editorial selection, undertake larger publishing enterprises, and in general succeed as publishers in a manner now possible for only one or two of the largest commercial firms.

In such joint actions, university presses could afford to pool manuscripts and to specialize. The dispersion of effort which presses now experience in attempts to resemble general publishers, or to issue single-handed indispensable but monumental works would tend to disappear.

The presses themselves appear to recognize the importance of joint action. From 1916 until 1923 the University Press Association, largely inspired and financed by the organizer of the Yale University Press, attempted to operate as a sales agency in New York City. Versions of the history of the Association vary, but at no time were more than four university presses in any way participating, and for the most part only the Yale University Press and the Harvard University Press were active members. The Association was thus sponsored and maintained by two of the larger university presses and was more or less active for eight years. It was nonetheless established prematurely, much prior to the growth which has since made American university presses of such importance. When the New York offices of the Association were closed, the member presses felt that the venture had been an expensive failure.

In 1932 the Educational Directory was instituted at the University of Chicago. The Directory is a classified list of American teachers and administrators and is kept current from the information carried in catalogues and other sources. It is thus a list of specialists and possible customers for non-fiction publications. The Directory is now maintained through the sale of (1) names and addresses and (2) mailing services.

From April, 1936, until August, 1938, a sales organization known at first as United University Presses, and later as University Books, Incorporated, was operated as a subsidiary of Farrar and Rinehart, New York, a general publishing firm. University Books, Incorporated, acted as jobber for university-press publications and became the selling agent for eleven of the small university presses. Other agency accounts were also carried. University Books was never supported by more than a few presses, and though



a great convenience to libraries and similar customers, was discontinued because its business operations were unprofitable. It seemed to show the need for a central university press sales agency and the importance of issuing even a selected joint list of the publications of client presses.<sup>1</sup>

Had the university presses themselves organized and operated University Books, Incorporated, the savings in discounts and economies from concentrated sales efforts would have gone far toward financing the undertaking. It is likely that no joint sales agency can be of much benefit to university presses unless at least two of the larger press organizations participate.

In spite of the failure of a sales agency maintained by university presses and a sales agency privately organized on a commercial basis, there is no reason to believe that a similar effort is not needed, will not again be attempted, or could not be successful.

The ideas of joint action are not novel. "Systematic co-operation" was suggested in 1892,<sup>2</sup> and a "Catalogue of University Publications" reached the stage of a committee report to The Association of American Universities in 1915,<sup>3</sup> but action was postponed in 1918 because of World War conditions.<sup>4</sup> Nothing further has been done since, but twenty years of change have increased the volume, significance and complexity of university publishing, and the number and strength of university presses. Present conditions point more strongly than ever to the necessity of jointly issued complete catalogues, coöperative publishing, and specialization of function.

---

<sup>1</sup>University Books, Incorporated, A Check List of New Forthcoming and Staple Books Published by the Client Presses of University Books, Incorporated, . . . . [New York: University Books Incorporated, ca. 1938]. Pp. 8.

<sup>2</sup>"The University Press," The Dial, XIII, No. 154 (November 16, 1892), 295-97.

<sup>3</sup>"Report of the Committee on Bibliography of University and College Publications," The Association of American Universities, Journal of Proceedings and Addresses of the Seventeenth Annual Conference . . . ., 1915, p. 19.

<sup>4</sup>"Report of a Committee on a Catalogue of University Publications," The Association of American Universities, Journal of Proceedings and Addresses of the Twentieth Annual Conference . . . ., 1918, pp. 19-20.

Moreover, there appears to be a minimum productive efficiency for university presses. Overheads are lowest when about forty books are published each year.<sup>1</sup> Almost all American university presses publish fewer than forty titles annually, and they may therefore be considered "inefficient." A small number of presses strong enough to publish forty or more titles annually and located with reference to geography and customers seems indicated. Regional publishing programs could then take on more meaning than at present. Interinstitutional publishing, now infrequent, might also be developed to strengthen university presses and to equalize the fortunes of research contributions from small and large institutions.

Clarence Day has said: "Any great university might well be proud to go into publishing. Indeed it is more appropriate for universities to do it than business men."<sup>2</sup> If this is true, then it might also be said that universities should enter into publishing collectively, and through their publishing labor for their own welfare and the ideals of learning for which they stand.

#### Suggested Investigations

It is obvious that if these ends are to be achieved, more information must be collected and utilized than is now at hand. For this reason, a number of suggested topics for investigation are listed below, some of which have presented themselves in the course of this study, while others might be undertaken solely as service researches in academic publishing:

1. A study of publishing experience at universities not included in this investigation of university presses. Such a study would broaden our knowledge of university publishing.

2. What part of a university's publishing is done by its university press? What departments benefit most from the university press? What is the actual cost of publishing to the university through its press and through other agencies?

---

<sup>1</sup>William T. Couch, "University Presses as an Aid to Scholarship," Association of American Universities, Journal of Proceedings and Addresses, XXXVI (October, 1934), 136-49.

<sup>2</sup>[Clarence Shepard Day] The Story of the Yale University Press Told by a Friend (New Haven: At the Earl Trumbull Williams Memorial, MDCGCCXX), p. 9.

3. How many commercial titles are written by university staff members and published by commercial firms? What were the returns on these works? Why did the university press fail to encourage this writing and to sign the publishing contract?

4. What are the relations between university presses and university library exchanges? What part does the press play in library exchanges? What is the quality of the materials exchanged by the library and published by the press?

5. The relative effectiveness, in terms of reviews received, of university-press and commercially issued titles.

6. Coöperative publishing experiences: (1) between universities, (2) by universities on commission, (3) as agents, and (4) with commercial publishers.

7. The feasibility of a bibliography of sources for (1) publications issued by American university faculty authors, (2) publications issued by American universities, and (3) frequent cumulation of additional items.

8. Publishing problems involved in the successful issuance of scholarly periodicals.

9. A study of learned society and academic organization publishing.

10. A study of the practices, titles, and importance of commercial firms who specialize in the manufacture of learned journals, serials, and books.

11. The sales and distributions problems of typical university presses. A comparison should be made with commercial publishers.

12. A study of college publishing which would be equivalent to the present one on university presses.

13. An investigation of the need for and utility of an academic book review digest.

14. A history of scholarly periodicals in the United States, before 1870, and after 1870.

15. A history of scholarly publishing in the United States, before 1870, and after 1870.

16. The growth and spread, in the United States, of printing equipment and instruction as part of a university's plant, from 1639 to the present.

17. Studies of internal administrative problems of university presses and university publishing organizations.









